

FORMERLY THE SPICE MILL

# COFFEE & TEA INDUSTRIES

75th YEAR

JUNE 1952

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427 Gravier St.



*Have you seen our booklet, "COLUMBIA, THE LAND OF COFFEE"? It's delightfully illustrated, and yours for the asking.*

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OF COFFEE GROWERS OF COLOMBIA**

■ Member of Pan American Coffee Bureau  
120 WALL STREET • NEW YORK 5, N. Y.

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Summer's for swimming and baseball and picnics — pleasant warm-weather habits as American as a good cup of coffee.

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## P. A. C. B. NEWS

Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.  
Brazil • Colombia • Costa Rica • Cuba • Dominican Republic  
El Salvador • Guatemala • Honduras • Mexico • Venezuela



### the "coffee-break" in industry

"Survey Shows Coffee-Break Aids Output"...  
"Coffee-Break Custom Spreading Fast in  
Factories and Offices" . . . "Coffee-Break Seen  
Aid to Efficiency" . . . "Coffee-Break Force for  
Good Morale and Better Production."

These are actual headlines — typical of literally *hundreds* that have appeared in recent weeks in newspapers and magazines throughout the country.

Here at the Pan-American Coffee Bureau we're pretty excited over them. And if you could sense the quickened interest on the part of industrial management that these stories have aroused, we believe you'd be excited, too.

Let me tell you the story behind the great new interest in the coffee-break in industry. And, more important, suggest some ways that *you* may capitalize on it.

Some months ago, the Bureau sponsored a survey regarding the coffee-break in industry. We knew, of course, that the practice was increasing rapidly from coast to coast. But was there some way to establish the dollars and cents value of "time out for coffee"? We wanted to find out.

Our survey covered more than 1,000 representative companies. And, even beyond our fondest hopes, the personnel directors and others responding told us that the coffee-break is a valuable "institution" in office and factory. For example:

- 82% noted a reduction in worker fatigue
- 75% said it improved employee morale
- 62% noted increased worker productivity
- 32% said it reduced the accident rate

These findings, widely publicized by the Bureau, have resulted in greatly accelerated interest in the coffee-break. And many of you in the coffee trade have been quick to take advantage of the situation. Within a few weeks after we published our findings in a booklet entitled "The Coffee-Break in Industry," our initial printing of 10,000 was gone and our second printing is dwindling fast as the result of requests for copies from the coffee trade, from restaurants and from managers of industrial firms.

Now, for the first time, it is possible to show that a break for coffee is *good business*. And it is good business for you to promote this fact with restaurant operators, company cafeterias, in-plant-feeding operators and others who are in a position to provide coffee for workers in office or factory.

If you haven't already made use of our survey report "The Coffee-Break in Industry," just drop me a letter and tell us how many copies you can use.

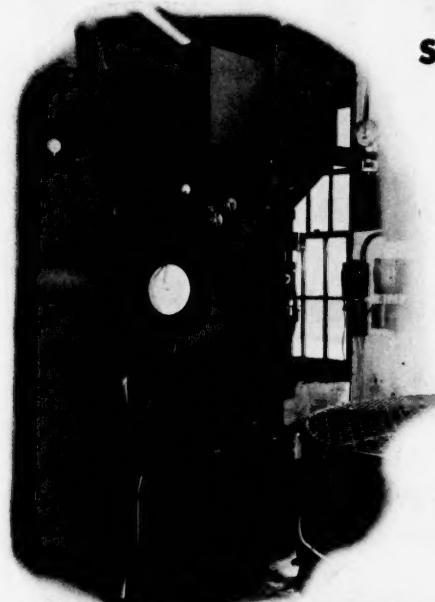
And one more thing. The Bureau is now working on a second study looking into some of the problems involved in making coffee easily available to employees — and how these problems have been solved successfully.

We'll let you know when it is ready.

Sincerely yours,

Chas. G. Lindsay  
MANAGER

# What kind of roasters do you have?



See

# BURNS

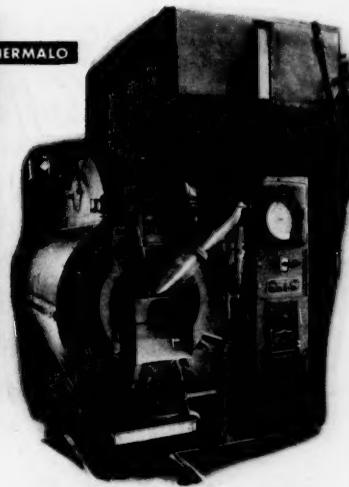
about making them

**AUTOMATIC**

These installations are just a few of the many successful applications of BURNS Automatic Roaster Controls

- on all types of roasters
- in all parts of the country
- handling all kinds of roasts.

BURNS CONTROLS are doing the job. They'll improve **UNIFORMITY, FLEXIBILITY** and **SAFETY** in your roasting department. Let one of our engineers tell you about the many exclusive features.



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Yes; if smoke is bothering you, BURNS Smoke Eliminators can be installed for the Thermalo, Jubilee and other roasters. Write us for details.

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**NCA**

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PRODUCTS ETC... CONVEYING AND STORAGE EQUIPMENT • TESTING EQUIPMENT

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*Coffee Importers and Agents*



# WHY DO 36% OF YOUR CUSTOMERS BUY SOLUBLE COFFEE?

*Do they like the solubles as well as regular coffee?*

**\*2 out of 3 users say, "NO!"**

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**With CUP BREW COFFEE BAGS you add CONVENIENCE . . .**

**... yet retain the**

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Cup Brew Coffee Bag Co. licenses the manufacture and sale of Cup Brew Coffee Bags under U. S. Patent No. 2,531,594.

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\*1951 Good Housekeeping Consumer Panel Reports on Coffee.

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**ESTABLISHED 1914**

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- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

***Plus: Expert Care in Final Removal of Defects***

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI



*...The vacuum packed can sold her then*



*The vacuum packed can will sell her, now!*

## Here's a good sales tip for you:

**Remember**, a little more than twenty years ago, when coffee-roasters told Mrs. America about coffee packed under vacuum?

She pricked up her ears, listened, and **bought!** Sales figures for vacuum packed coffee zoomed from 14.4% of the market to 31.9% in the period from 1931 to 1941.

Today, housewives everywhere know that vac-

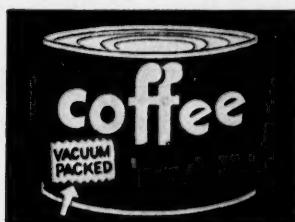
uum packed coffee is fresher, richer, better-tasting. Are you making the most of this powerful, dramatic story of the vacuum packing process **today?**

**Sell your story**, Mr. Roaster! Sell it in your own advertising. Sell it with a statement prominently displayed on your package, signifying that **your coffee's precious flavor is protected by vacuum packing.**

**In your advertising**, tell today's women how vacuum packing *protects* coffee flavor!



**Emphasize "vacuum packed" prominently on your label!** Let people know you protect your coffee's flavor and freshness!



MEMBER OF

**NCA**

**THE GREAT ATLANTIC & PACIFIC TEA CO.**

**IMPORTERS, ROASTERS, RETAILERS  
OF FINE COFFEE**

Represented in

**BRAZIL AND COLOMBIA**

By the

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Coffees of High Quality are Produced in:

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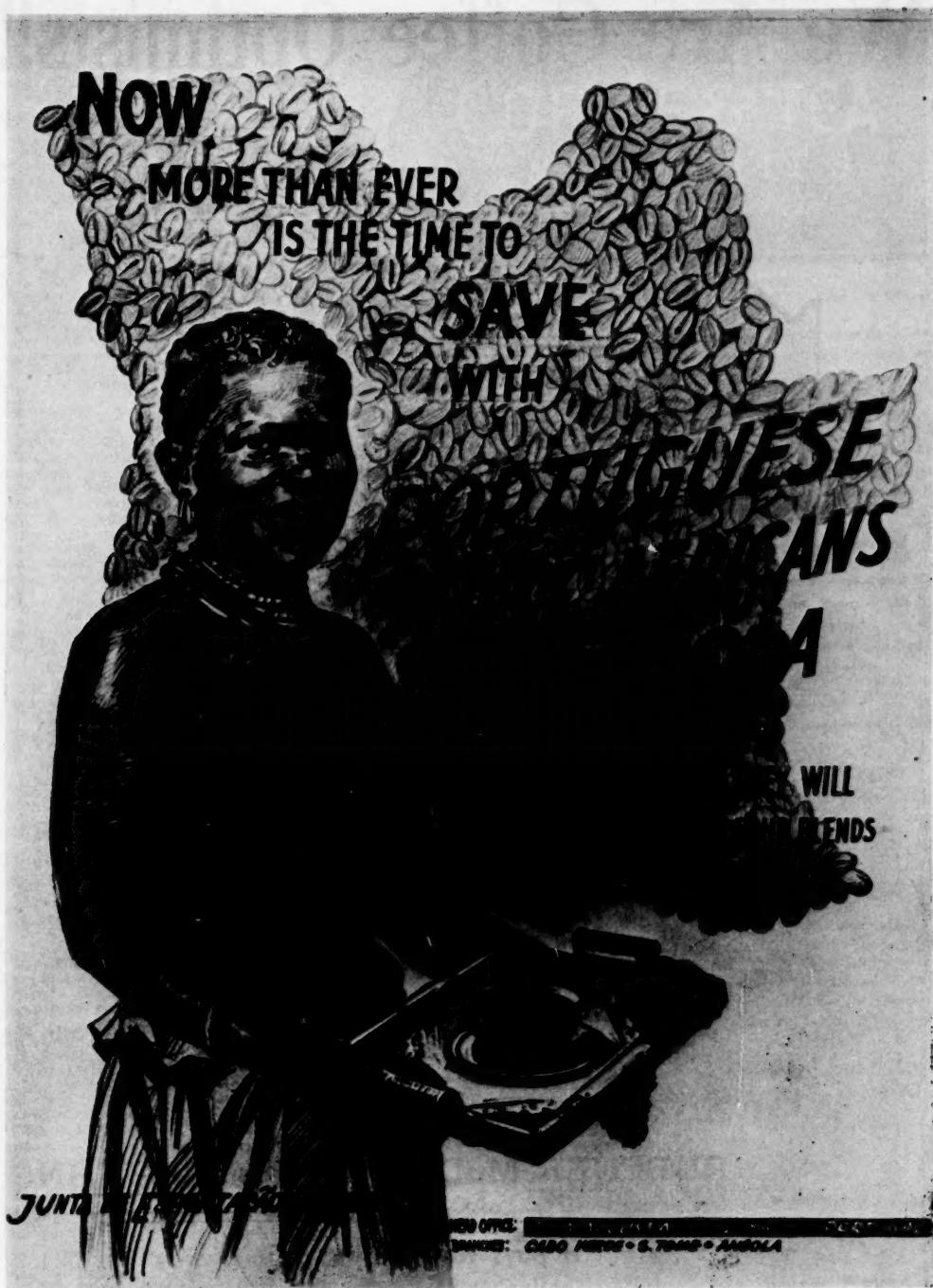
**HONDURAS • MEXICO • NICARAGUA**

*For uniform quality and satisfied customers —  
It will pay you to use these coffees in your blends*

**FEDERACION CAFETALERA  
CENTRO-AMERICA - MEXICO - EL CARIBE**

Dirección Cablegráfica: FEDECAME

SAN SALVADOR, EL SALVADOR, C. A.



# We Are Coffee Optimists!!



ACCORDING to recent news releases, per capita consumption in the United States has declined of late.

We are not disturbed by this apparent falling off. It has happened before, but since 1914 the average trend has been upward.

WE BELIEVE strongly that coffee consumption in this country is far from the saturation point. Future progress depends upon the initiative and vision of the industry as a whole, and in this connection we commend the "Coffee Break in Industry" theme which is being featured in the new national coffee publicity campaign under the auspices of the Pan American Coffee Bureau.

THE idea of taking time out for coffee drinking in business establishments is not new, but it does represent one of the neglected opportunities to promote consumption. We believe the trade will want to give this campaign its full support. Cooperative effort is all that is needed to materially step up per capita coffee consumption in the years ahead.

**RUFFNER, McDOWELL & BURCH, INC.**  
SAN FRANCISCO — CHICAGO — NEW ORLEANS — NEW YORK

*"It pays to trade the Ruffner way"*

**COFFEE BROKERS and AGENTS**

## YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

### 8—COLOMBIAN COFFEE MAP AND BOOKLET

Wall Map showing coffee districts, number of trees, highways, railways, cableways, and various statistical information (Ask for 14-A). Revised pocket-size booklet "The Land of Coffee" including a section on "The How and Why of a Good Cup of Coffee." Available from the National Federation of Coffee Growers of Colombia, 120 Wall St., New York.

### 9—FLAVOR SELECTOR

A handy Flavor Selector and Cost Calculator for the use of flavoring manufacturers. Also Catalog and Price List covering the complete range of essential oils, concentrates and flavor materials. Fritzsche Bros., Inc., 76 Ninth Ave., New York 11.

### 10—REGIONAL ROASTING PLANT

"The Case for the Regional Roasting Plant" is the title of a new four-page, two-color folder issued by Jabez Burns & Sons, Inc., 11th Avenue at 43rd Street, New York 18, N. Y. The folder discusses the advantages of plant decentralization in the coffee field and describes the various types of regional roasting plants which can be set up to meet different needs—from the one-man-operated plant to the three-unit roaster battery plant.

### 11—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

### 12—FILLING AND PACKAGING MACHINERY

For Silex ground and for pulverized coffee, also for whole bean and steel cut coffee. Filling machines, carton filling and sealing machines, bag and envelope fillers and sealers, Cellophane and pliofilm packaging machines. Special bulletins for each type of equipment. Stokes and Smith Co., Department S, Frankford, Philadelphia 24, Pa.

### 13—COFFEE, TEA, TEA BALLS

#### PACKAGING SERVICE

Complete set of samples of stock tea, tea balls and coffee cartons sent on request. Label samples also available. Specialists in Tea and Coffee Packaging. Rossotti Lithographing Co., Inc., North Bergen, N. J.

### 14—RESTAURANT COFFEE SERVICE

Illustrated, 46-page catalog gives complete specifications and prices on coffee makers of all types for use in hotels and restaurants. Parts and accessories also fully covered. Sieling Urn Bag Co., 927 W. Huron St., Chicago 22, Ill.

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106 Water St., New York 5, N. Y.

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JUNE, 1952

Formerly THE SPICE MILL

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75th Year

JUNE 1952

Vol. 75, No. 6

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75th Year



T. M. Reg.

**Pioneer Publication in Coffee, Tea, Spice, Flavor**

# PCCA probes costs, market trends

Pebble Beach convention hears restaurant brew is improving;  
Walter Granicher is elected president; greens beat roasters  
in softball tournament; Cedric Sheerer wins low net in golf.

By MARK M. HALL, San Francisco Representative  
*Coffee & Tea Industries*

The 21st annual convention of PCCA, held at Del Monte Lodge, Pebble Beach, California, May 5th, 6th and 7th, began with glorious California, sunny weather—none too frequent there this time of the year. However, it did rain in the morning of the golf tournament, although later it reversed itself and there was sunny weather again.

More roasters and green men were on hand than usual, but the large numbers of outside visitors and consular officials were missing. In part, this could be accounted for by the imminent meeting of the NCA board of directors as well as trips to producing countries by various leading coffee men.

Members began arriving Sunday and by Monday evening most of them were registered. The usual greeting of old friends took place, and preliminary social amenities began in the tap room. Tuesday morning the annual meeting was held and the business of the convention began in earnest.

Retiring president E. F. Hoelter, of Hills Bros. Coffee, Inc., reviewed the accomplishments of his administration and complimented the committees for their fine cooperation. He lauded Mrs. Florence M. Fossum, PCCA secretary and treasurer, as having conducted her office with great skill and efficiency, and as a token of his esteem, he presented to her a beautiful pearl, mounted in a gold lapel pin.

Mr. Hoelter informed the meeting that a change in the PCCA constitution had been effected, allowing an extension of the territory open to membership. Nabob Foods, Ltd., Vancouver, was now a member of PCCA.

New officers were elected, but not without an effort on the part of Oswald L. Granicher, of Ruffner, McDowell & Burch, Inc., chairman of the elections committee, to have the qualifications and character of the aspirants carefully scrutinized. He obviously referred, tongue-in-cheek, to his brother, Walter O. Granicher, who had been vice president and by tradition would be moved up to the presidency. Tradition won out and Walter was elected. Peter Folger was named vice president.

Other officers elected were: regional vice president for Southern California, C. A. Nonemacher, of the Jewel Tea Co., Inc.; for Oregon, Lee Elliot, of the Defiance Coffee Co.; for Washington, Jack Wood, of the Wood Coffee Co.

Named directors for the roast division were Mr. Hoelter; Stanley Gleason, of M.J.B.; Carl Corey, of Standard Brands, Inc.; Andrew S. Moseley, of Breakfast Club Coffee, Inc.; W. W. Wright, of Wellman, Peck & Co.; and K. D. Emmrich of Tucker-Emmrich Co.

Directors of the green division are R. C. Powell, of E. A. Johnson & Co.; W. Woelfl, of J. Aron & Co., Inc.; S.

Brands, of the L. L. Raymer Co.; J. E. Mack, of the E. B. Ackerman Co., Inc.; J. G. Hooper, Jr., of the Joseph G. Hooper, Jr., Co.; and Oswald L. Granicher.

President-elect Walter Granicher paid tribute to retiring president Eugene F. Hoelter for his very capable administration. He was particularly gratified by the fact that the directors would drop their activities and make long trips to attend the board meetings.

J. E. Mack cited the great losses the industry had suffered through the death of a number of its prominent leaders. Added to these losses was a thinning of the ranks of companies through consolidations and absorptions. In glowing terms Mr. Mack outlined the growth and progress of the South, which left no doubt that while he was loyal to all groups in the coffee business, he still felt it his duty to put in a word for Los Angeles.

Weldon H. Emigh read the report of R. Irving Anschutz for Oregon, which stated that green coffee sales in Portland were down ten per cent in 1951 over 1950. This loss came in spite of an overall national gain of ten per cent for the like period. Mr. Anschutz felt, however, that this trend could be reversed.

Andres Uribe, representative of the National Federation of Coffee Growers of Colombia, reminded the gathering that a substantial budget had been approved to promote the consumption of coffee in the United States, and he hoped the plans underway would fulfill all of the aims of the trade.

L. M. Binsacca, of M.J.B., chairman of the PCCA's domestic traffic committee, outlined the manner in which increased costs in these phases of the industry would have to be faced in the cost of production of roasted coffee. Requests for increases in freight rates were almost continuous, he said. There was pending, too, a demand by truck drivers for a two-dollar-a-day wage hike. This increase along with a freight rate increase of nine per cent by the railroads, would substantially raise the cost of shipping within the trading zones of San Francisco firms, including the Northwest Mountain States and the Southwest.

The committee was always on hand to fight increases, in many cases successfully, Mr. Binsacca reported. An effort by warehouses to raise storage rates on coffee 20 per cent was fought and the old rates retained. Box cars are still short but on the increase, he said. They were being produced at the rate of ten thousand per month, but obsolescence was still high.

In Harold Gavigan's report for the steamship committee, he outlined the nature of its efforts in opposing the unannounced change in rates by the Brazilian conference of steam-

## West Coast coffee men relax at annual Del Monte Lodge gathering



Some of the stories at Pebble Beach were funny. Smiling (from left) are Lloyd Thomas, S. F. Pellas Co.; newly elected PCCA President Walter Granicher, Leon Israel & Bros., Inc.; Eugene Heathcote, also of Pellas; H. J. Campiglia, Continental Can Co.; William J. Rowe, Sr., S & W Co.; J. P. Morgan, Continental Can Co.; Wilbur Hughes,

Haas Brothers; E. Lloyd, South End Warehouse Co.; E. J. Malmgren, Jr., Geo. W. Caswell Co.; J. H. Hornung, Naumann, Gepp of California; Elmer Briggs, Leon Israel & Bros., Inc.; Harvey Brockage, E. A. Johnson & Co.; Ernest Kahl, Joseph G. Hooper Jr., Co.; Vic Howard, W. L. McClintock Co.



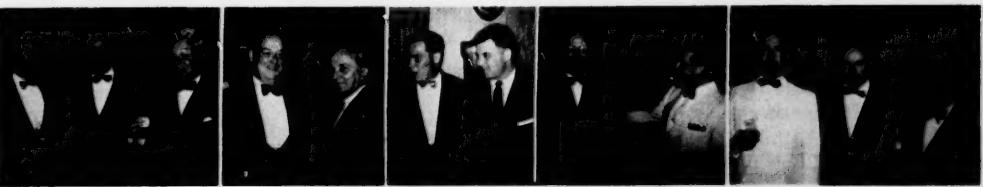
Moments of merriment were interspersed with serious discussion. Shown here are (from left) retiring PCCA president Eugene Hoefer, Hills Bros. Coffee, Inc.; William V. Lynch, W. R. Grace & Co.; Thomas Halpin, Certified Grocers; Andrew Glover, Mannings, Inc.; George Thierbach, Jones-Thierbach Co.; Joseph G. Hooper, Jr., of

the company bearing his name; John E. Mack, E. B. Ackerman Co., Inc.; Harold King, J. Aron & Co., Inc.; Warren Clute, A. Schilling & Co.; Jack Schimelpfenig, S. L. Jones Co.; John Stein, Pope & Talbot Lines; Earl Lingle, Lingle Bros.; Victor Cain, W. J. Morton, Inc., C & T's Southern California correspondent.



Caught by the roving camera at Del Monte Lodge were (from left) Robert Manning, Manning's, Inc.; C. E. Miller, A. Schilling & Co.; Olin Howell, Ziel & Co., Inc.; W. B. Rowe, Jr., Bunge Corp.; Lew

King, Haas Brothers; Ed Pattinson, Leon Israel & Bros., Inc.; Joe Fitzpatrick, Ortega & Emigh, Inc.; E. C. Ramsey, Geo. W. Caswell Co.; George Malmgren, Geo. W. Caswell Co.



Relaxing, in a more formal kind of way, are (from left) Charles Nonemacher, Jewel Tea Co., Inc.; John E. Duff, Leon Israel & Bros., Inc.; Elwood Wright, Wallman, Peck & Co.; Harry Thompson, Grace Lines; Bert Balart; Ed Manning, Manning's, Inc.; Morris Buckingham,

Alexander-Balart Co.; George W. Riley, Farmer Bros. Co.; H. Hecht, D. Hecht & Co.; John J. Beardsley, Olin McAllister; Bill Fennerin and Harry D. Maxwell, agent, Hard & Rand, Inc. Weather was mixed, but outdoor sports fans got in their licks.

ship companies. Complaints had been taken to the Maritime Commission, with the hope that future problems affecting the shipment of coffee would be discussed with the importers. Efforts opposing the introduction of increased handling charges in the ports of the Northwest were successful as a result of concerted efforts.

Harry D. Maxwell, of Hard and Rand, chairman of the resolutions committee, called for a vote in appreciation of the officers of the association, who had served so faithfully during the past year. Mrs. Fossum came in again, for a good word for the efficient manner in which she has conducted

(Continued on page 86)

# YOU CAN'T IGNORE THE FACTS

Convenience and coffee cost are making a measurable change in consumers' brewing habits. And the change will continue because the public WILL be served! You can't ignore the facts—the sales increase of solubles and the rapid growth of Steepolator Coffee Bags.

If you are not yet marketing a soluble or Steepolator Coffee Bags under your brand name, and you don't want to go into both, what should your choice be?

In making your decision, you can't ignore these facts:



**1. QUALITY OF BREW**—Only the proper amount of 100% pure *ground* coffee can make a brew right in the cup with the rich flavor, full body and delicious aroma of real pot-brewed coffee. Steepolator Coffee Bags contain that amount, i.e., about 2 level tablespoons. Ask any coffee taster if any soluble compares favorably in aroma, body and flavor with any good pot-brewed coffee, or with Steepolator Coffee Bags. Make the comparison test yourself!

**2. CONVENIENCE TO THE CONSUMER** — Steepolator Coffee Bags offer the consumer *real coffee* (not an artificial-tasting brew) with about the same convenience as solubles—no baskets, strainers, stems, etc. of multiple-piece pots to wash, and no loose, messy grounds. And with Steepolator there's no time-consuming, wasteful measuring.

**3. CONSUMER ACCEPTANCE** — Consumer acceptance surveys indicate that 80% of coffee drinkers would like their favorite brand packaged in Steepolator Coffee Bags. This potential is strongly supported by the acceptance of tea bags. Soluble acceptance, after millions of dollars of promotion, does not begin to approach this figure. In spite of solubles' convenience and supposedly lower cost, the great majority of the public insists upon the true coffee flavor, body and aroma that only ground coffee can produce. Now, Steepolator Coffee Bags combine quality of brew and convenience. And, because they eliminate waste, their cost per cup compares favorably with pot-brewed coffee.

**Only Steepolator Coffee Bags have been mentioned in comparison with solubles because:**

1. They are the only coffee bags that contain the amount of coffee (154 or 164 grains) commonly accepted by the industry as necessary to make a rich, full-bodied cup.
2. They contain 40% to 49% more coffee than other coffee bags.
3. They give much greater consumer value because they cost no more per bag, in spite of their much greater coffee content.
4. They fit more conveniently into a cup because of their patented design that results in a smaller bag size.
5. They cost less to manufacture than other coffee bags because they are produced on patented Steepolator machinery at 200 bags per minute.
6. They are packaged with a higher vacuum (29½") and a tighter pack than other coffee bags for greater protection of coffee freshness.

## Steepolator Coffee Bags Will Increase Your Unit Volume, Your Dollar Volume and Your Profit Ratio on Ground Coffee Sales

Because it's so quick and easy to make a good cup of coffee the Steepolator way, Steepolator Coffee Bags increase coffee consumption. And the profit per pound on Steepolator packed coffee is much greater than on conventional pound packs.

**Steepolator Coffee Bags are packed with your coffee under your brand.**

*Write for information about the availability of patented Steepolator machinery for your own plant.*

**MODERN COFFEE BAGS Inc.**  
130 NEWBURY STREET • BOSTON 16, MASSACHUSETTS

# Using the coffee futures market

The first of a series of articles on trading in coffee futures.  
Here are facts about the Exchange itself, its basic operation.

By E. A. BEVERIDGE, Commodity Economist  
Merrill, Lynch, Pierce, Fenner & Beane

For some while now, there has been a need for information on trading in coffee futures to be assembled in a form which would permit easy reference.

The need has become especially apparent in the past year or two, as more and more roasters and other elements, inside and outside the trade, have become increasingly alert to the possibilities open to them in futures trading.

This series of articles—of which this is the first—aims at gathering and presenting the most pertinent facts about the various aspects of coffee futures.

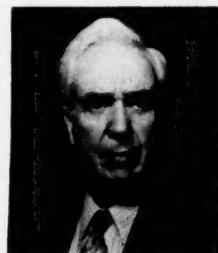
For coffee men already operating in the futures market, the articles will, we hope, contain something new. To those coffee men who may not as yet have ventured into the possibilities in futures trading, the articles might well yield new and potentially profitable ideas.

The same may be said regarding young people entering the field; they should find the articles very informative. Until now, our colleges have generally avoided offering worthwhile courses in futures trading, a phase of our commercial life that constitutes a very important segment of the marketing system in this country.

In this initial article, let's sketch in some of the essential background—the Exchange itself, its basic operation, some of the main principles involved in futures trading and an indication of the kind of groups which operate on the Exchange.

The New York Coffee Exchange was organized in 1882, was incorporated in 1885, had its name changed to New York Coffee and Sugar Exchange, Inc., in 1916 and thus is one of the oldest commodity exchanges. On it there is no trading in spot coffee, this being done privately mostly under the rules of the various green coffee associations. The Exchange is strictly a market for futures contracts. Such contracts should be considered merely as special forms of spot transactions. Their terms are standardized; in other words, all coffee contracts traded are identical except for the month of delivery and the price, at least until delivery is made, when differences in quality are recognized in final settlement. The coffee delivered must, of course, be within the range of qualities permitted by the contract.

The Exchange itself is not party to any futures transactions, but merely records those made by its members in the coffee ring on the floor during the official hours of



trading. No other trades are recognized. All transactions are turned over by the members to the Clearing House at the close of the day; those who are clearing members deal direct with the Clearing House and those who are not must pass their contracts through a clearing member. Thereafter, the Clearing House becomes the buyer of each sale and the seller of each purchase, thus eliminating all subsequent contact between the clearing members who bought and sold initially. Each thereafter looks to the Clearing House for the fulfillment of his contract. He must pay an initial margin to the Clearing House and in addition must keep his position margined until he liquidates his contract. The safety of the business is thereby greatly enhanced. This is one of the great assets to trading in futures. If, however, a clearing member becomes insolvent, his obligations to the Clearing House are assumed by the other clearing members and required settlements are provided from the Guaranty Fund and surplus.

The substitution of the Clearing House for the other party to each transaction permits one to liquidate his contract independently of the other party to the original transaction—a most useful feature of futures trading, one that should be thoroughly appreciated.

Another principle, also a great asset, especially to hedgers, is the "offset" principle. Someone short of a futures contract can relieve himself of the obligation to deliver by buying a futures contract for the same delivery month from another member. While one party to a contract liquidates it by making or taking delivery, or by offset—the two methods that are open to him—the other party can keep his position open and liquidate his contract at a time of his own choosing. All such contracts are legally binding, the basic obligation being to make or accept delivery during the month named. It usually happens, however, that total deliveries are only a fraction of the total sales made, because the facilities of the Exchange are used by the trade to supplement their activities in actuals and to provide a pricing medium until distribution is accomplished in normal trade channels.

It is important to note that in futures trading it is the seller, not the buyer, who has the right to select the day of delivery, the place of delivery if there is a choice, and also the quality to be delivered, provided it is within the range permitted by the contract.

All this may seem a bit technical, but it is necessary for a proper understanding of futures trading. Failure to appreciate these points is, we think, responsible for much of the confusion that exists at times in the minds of those not fully informed on futures trading. It is natural, too, to ask what futures contracts are good for,

(Continued on page 86)

# Soluble coffee expansion

By HOWARD A. TRUMBULL, President  
National Family Opinion, Inc.

Howard Trumbull, president of National Family Opinion, Inc., is remembered by coffee men as one who helped in a big way to get glass containers to roasters during the last war when cans were just about unobtainable.

Before founding National Family Opinion, Inc., six years ago, Mr. Trumbull was associated with the Owens-Illinois Glass Co. for 15 years. He was unremittingly active in Washington during the war in helping to bring out the "thrifty lid" and in winning approval from the various

Employment of our facilities in a study of current market aspects as related to coffee was actuated by a desire to uncover facts which would indicate the means by which home consumption of coffee could be increased.

This study of coffee, regular coffee, instant coffee, coffee substitutes and hot food drinks was carried out during January, 1952. It was designed to establish:

1. How many families serve coffee, instant coffee, coffee substitutes in their homes.
2. What brands of such items were on hand in the home at the time of the survey, number of packages, and respective weight of each package.
3. How many families serve hot food drinks such as cocoa, malted milk, etc.
4. What brands of such items were on hand in the home, and number and weight of such packages.

Two thousand questionnaires were mailed to two cross sectional panels of 1,000 families, each made up of our regular respondent households, so as to parallel the U.S. census of families as to geographic areas, city size, age of homemakers, and income groups. This afforded adequate contact with every type of household in America. The survey was closed for tabulating purposes February 4th, 1952, with 1,771 valid returns, or 88.6 per cent completion.

The findings of this study will be interpreted in different ways by different people, and it can be used in various ways, but some aspects are so obvious as to reveal basic trends which definitely are on the march.

One is the amazing increase in the volume of instant coffee currently being used. Even though about half of the coffee drinking families are now using instant coffee, the other half offers a rich field for soluble coffee promotion.

In that connection it is also obvious that any expansion of coffee consumption in the home must come from the greater use of coffee by those already drinking it, as 98 per cent of all homes in the nation now serve coffee. In this study, decaffeinated coffee is considered as coffee.

Instant coffee undoubtedly increases the coffee consumption per home. There is no indication that it is replacing regular coffee. Its use quite certainly derives from convenience, and a lot of people are drinking instant coffee at times when they would not have any coffee if it had to be made in pot or percolator.

Another significant result of this study is the fact that in almost half—43.1 per cent—of households serving

boards for glass to go to the roasters.

The work National Family Opinion, Inc., does for its clients is strictly confidential. They have no buying diaries or syndicated reports of any kind. Hence, it is impossible for them to show samples of what they do. They have therefore elected to conduct a monthly survey on various subjects, products and services, at their own cost. In January that survey was on coffee and similar drinks. Here are the results, as Mr. Trumbull sees them.

coffee, so many different brands are named that it is not feasible to list them all. No one brand has any predominance whatever in this vast market. Contrasted with this is the fact that five brands share practically all of the volume in over half of the coffee-drinking market.

With this preface we will proceed at once to the statistical data produced. It should be noted that the two 1,000 household cross-sectional panels were made up from a pool of 37,000 certified respondent households and are truly representative. Of these 2,000 households, 1,771

(Continued on page 54)

## W. F. WILLIAMSON TO RESIGN JULY 1 FROM NATIONAL COFFEE ASSOCIATION

W. F. (Bill) Williamson, executive vice president of the National Coffee Association, will resign effective July 1st.



W. F. Williamson

The announcement, which came as a surprise to the members of the coffee trade, was issued by Edward Aborn, president of the association, following a regularly-scheduled meeting of the board of directors in New Orleans.

"Bill is leaving us to accept the presidency of another manufacturing association outside the food field," Mr. Aborn declared. "Details of his new position will be announced at a later date."

Identified with the coffee association for nearly a quarter of a century, Mr. Williamson became widely known as a spokesman for the industry.

"In view of the circumstances, he will be unable to accompany Mr. Roussel and myself on the forthcoming visit to Brazil," Mr. Aborn added.

An immediate successor has not been named, due to circumstances beyond the control of the board of directors or of Mr. Williamson, Mr. Aborn said.

"The board has, however, taken steps to establish an interim administration and will proceed promptly in the matter," Mr. Aborn declared.

# Coffee, tea premiums in 1952

**COFFEE & TEA INDUSTRIES' 3rd annual survey reveals premium trends. New Buying Guide and Suppliers Index provide ready key to sources**

Coffee and tea packers who use premiums—and more than half of all these firms do—are relying more heavily on this form of promotion in 1952 than last year. Moreover, many of the packers are budgeting a larger percentage at gross sales this year for premium efforts.

These trends are revealed by the third annual survey of premium use in the coffee and tea industries, conducted by this publication.

Premium promotions by coffee and tea distributors are spreading into new areas in these fields, survey responses show.

Premium efforts by packers catering to the restaurant and institutional markets, cited only in isolated cases in the previous years, were noted in larger numbers in the 1952 survey. Such efforts were still infrequent enough, however, to be very much the exception, rather than the rule.

Although premiums were directed at the consumer in most grocer-outlet promotions, more "dealer loading" premium deals were reported this year than in either of the preceding surveys. Some of these deals were support promotions for consumer premium offers, but others were continuing arrangements, with coupons regularly included in the case and with catalogues of redeemable items.

Survey responses came from 41 states and Canada, from large companies as well as small, and from wagon route operators as well as regular coffee and tea distributors who sell to groceries and to hotels, restaurants and institutions. In size, the firms ranged from top-ranking national companies to a local packer selling only one city and nearby counties.

Of the total respondents, 52 per cent said they did use premiums, and went on to detail information about the extent of that use, the kind of items they had offered, the nature of the deals, the methods of distribution and their budget allocations for this kind of promotion.

Most of these respondents—a little over 67 per cent—were regular coffee and tea packers, while the others were home service tea and coffee merchants.

Premiums are, of course, the lifeblood of the wagon route operator, whose policies, methods and budgeting in this respect are drastically different from the other coffee and tea distributors. For a clearer picture of the survey responses, therefore, returns from the wagon route operators are considered in a separate article.

Most of the regular coffee and tea distributors who employ the premium technique sell through grocery outlets. More than 33 per cent of these companies noted that they

market only through that channel. Another 52 per cent declared they sell both to groceries and to restaurants and institutions. The surprisingly large balance—for premium users—15 per cent stated that they cater only to the restaurant-institutional field.

This 15 per cent is a much greater proportion than was turned up in either of the two preceding surveys. Moreover, the instances these firms cite are almost all clear-cut premium deals.

One packer, for example, distributed a set of screw-drivers to his best restaurant, hotel and institution customers.

Another, a tea packer, gave iced tea dispensers and glasses to his restaurant customers without charge to build up summer volume purchases, and delivered the premiums by truck with all appropriately large orders.

One company, however, considered the loan of its coffee making equipment to restaurant and institutional customers as a premium. No doubt the proportion of premium-users in this category would rise sharply if other packers looked upon their handling of brewing equipment the same way, but the viewpoint was isolated.

As in the previous surveys, this year's canvass revealed a large segment of coffee and tea distributors who held to ideas about premiums considered outmoded by the advertising and premium industries generally and by large sections of American business.

Of the 48 per cent of the respondents who stated they did not use premiums, packers for the restaurant and institutional markets accounted for a large number, but not as large as might have been expected. About 35 per cent of the non-users were such packers, but another 8 per cent sold only to groceries, while the balance sold to both.

An exception was a non-user who noted that he sold to groceries and to institutions—but not to restaurants.

Reasons for non-use of premiums fell into several common groupings, the largest centering on quality and price as opposed to premiums. A forceful respondent put it this way: "We have as yet not found it necessary to go into the premium way of selling. Quality and price is our way. We have roasted our own coffees for over 70 years, and they are unsurpassed in quality."

Many of the companies offering reasons along these lines carry on energetic advertising campaigns. Clearly they have not accepted the now more prevalent premise that premiums are an advertising and promotion technique, with costs to be considered and charged as such.

Despite the larger number of restaurant and institution-

## FACTS ABOUT THE PREMIUM SURVEY

Reported in this issue are the results of the third annual survey of premium use by coffee and tea companies. The survey was conducted by Coffee & Tea Industries, formerly The Spice Mill, as part of its 75-year tradition of service to these fields.

Response to the 1952 survey came from 41 states, from large companies as well as small, from regular coffee and tea distributors selling to groceries, restaurants and institutions, and from wagon route operators.

In size, respondents ranged from top national coffee

and tea distributors to local packers selling in one city and nearby counties.

Individuals responding were in virtually all cases in a position able to answer authoritatively for their companies. In order of frequency, the titles held were owner or proprietor, president, company manager or general manager, vice president, partner, sales manager or director, manager of tea or coffee department, buyer or purchasing agent, corporation secretary, secretary-treasurer, member of firms, advertising manager or director, and a sprinkling of other positions.

al distributors who have turned to premiums, most of these companies do not employ the technique, nor—at this writing—do they intend to. So ingrained is this approach that many of these packers consider it an obvious explanation of non-use of premiums to state, as one respondent did, "We cater to hotels, restaurants, institutions."

Among the non-users, a surprisingly large 11 per cent once did use premiums, but have discontinued them. Some of these indicated that the discontinuance is temporary. Several explained they had used premiums before the war but had not come around to picking them up again since. Other respondents, however, make it clear they will not return to this promotion technique.

### More premium promotions

Regular coffee and tea distributors reported that their use of premiums so far this year has, on the whole, increased.

While the largest segment of these premium users—38 per cent—declared they were employing the promotions on the same level so far this year as last, another 36 per cent said their premium use had increased. On the other hand, 15 per cent reported they were using fewer premium offers. A few companies indicated they had no basis for comparison, since they were using premiums for the first time this year. The balance of the companies in the "premium-use" category did not reply to this set of questions.

Survey returns on budget allotments for premium promotions reflect the upward trend—although with the heavy proportion of self-liquidating offers in the coffee and tea field premium use could increase without showing up as a larger budget cost.

The survey question asked, "How much are you budgeting for premiums this year, in percentage of gross sales?"

Specific returns on this were sparser than on most other questions. About 21 per cent of the companies using premiums chose not to put down a specific figure, and one respondent confessed he didn't know.

The percentages stated ranged from a high of 5 to a low of 0.9. The average appropriation was a shade under 2 per cent of gross sales.

All of the companies which gave their budget percentage, and some of those which didn't, filled in the question on whether the proportion budgeted for premiums was higher than last year, lower or the same.

About 43 per cent of the premium users said the percentage was the same, while 23 per cent indicated it was

higher this year. On the other hand, 6 per cent declared their percentage was lower. The balance consisted of respondents who didn't know how the budget percentage compared with last year; or who had nothing to compare it to, since they were using premiums this year for the first time; or who did not reply at all to these questions.

What kind of premium offers do coffee and tea packers prefer? Promotions reported in the survey were, in the main, divided almost equally into give-away, self-liquidating and continuity deals. Many companies use more than one method.

About 36 per cent of the companies employing premiums ran give-away promotions. This type of offer included most of the "dealer loading" premiums.

Self-liquidating offers were promoted by 34 per cent of the distributors, and combination offers—involving in most instances coupons plus part payment—by a similar proportion.

Continuity deals, based usually on coupons in the container or printed on the coffee bag, were conducted by about 21 per cent of these respondents.

As for delivery of the premium to the customer, the method used most frequently by coffee and tea distributors is to mail the item right from the plant. About 37 per cent of the "user" respondents deliver their premiums this way.

The next most frequent method, delivery of the premium through the grocery stores, was reported by 29 per cent of the companies.

Not far behind was the most direct delivery method of all, attaching the premium to the coffee or tea package, or putting it inside. In several instances, the premium was the container itself—for example, a re-use glass holding tea bags. About 22 per cent of the packers used the premium-with-the-package technique.

### Other delivery methods

Slightly less than 19 per cent of the firms reported that they delivered the premiums by truck to the customer, a proportion apart from wagon route operations. In this category of deliveries were most premiums offered as loader deals to retailers.

Packers used other methods of delivery, too. Some of them operate, or redeem through, premium stores, and in a number of instances the premium stores mail a significant volume of the premiums delivered. Salesmen delivered the premiums in one instance, presumably to dealers, and wholesale grocers handled the items in another case. Outside mailing houses were employed by several of the larger packers.

# Coffee & Tea Industries'

# 1952 Premium Buying Guide

*This Buying Guide, prepared from information submitted for the purpose by the companies listed, carries forward this publication's 75-year tradition of service to the coffee and tea industries.*

*Use the Buying Guide in conjunction with the Premium Suppliers' Index, which follows it.*

*Check the Buying Guide for premium classifications in which you are interested. You will find, under each classification, names of companies supplying that type of premium.*

*For the address of any of these companies, look at the Suppliers' Index.*

*A listing in bold face type means the company has an advertisement in this issue. In most cases, you can find additional details about that premium in the advertisement.*

*If you need more information during the year about coffee and tea premiums, premium sources or premium problems, drop a line to the Premium Service Department, Coffee and Tea Industries, 106 Water Street, New York 5, N. Y.*

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Dorby Co.  
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French Advertising Specialty Co.  
Manny Guterman & Associates  
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The Martin Co.  
Mill Distributors  
Sig Morvay  
Nesco, Inc.  
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Milton S. Paris  
Prevore Electric Mfg. Corp.  
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T. Harry Skinner Co.  
States Trading Corp.  
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Monument Mfg. Co.  
**Plastron, Inc.**  
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Protex Products Co., Inc.  
Saltz Advertising Specialties  
Seymour Wallas & Co.  
Standard Advertising & Printing Co., Inc.  
The Standard Diary Co.  
Anthony M. Stella  
Texicote, Inc.  
Textile Mills Co.  
Utility Apron Co.  
Van Schaack Premium Corp.  
Victoria Silk Press Co.

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The Art Neth Co.  
The Bellaire Enamel Co.  
W. Bell & Co.  
Bonny Toy Co.  
Clarvan Corp.  
Danco Engineering Co.  
Dennis Mitchell Industries  
Dunn Brothers  
Emence Industries  
Harold Everts Co.  
Federal Enameling & Stamping Co.  
Flambeau Plastics Corp.  
Hillside Studios  
Hol-le Toy Co.  
Ideal Toy Corp.  
Kaywood Studios  
Martin & Wilson  
Dennis Mitchell Industries  
Monument Mfg. Co.  
Moore Enameling & Mfg. Co.  
Mutual Plastic Mold Co.  
Myron Mfg. Corp.  
Phelps Mfg. Co.  
Charles Pinsky, Inc.  
Ply Lime Co.  
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Saltz Advertising Specialties

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Spartan Co.  
Superior Plastics, Inc.  
U. S. Stamping Co.  
Victory Mfg. Co.  
Zell Products Corp.

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Chas. W. Dorman Co.  
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Elmar Products Co.  
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Pocket Books, Inc.  
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Martin Meyers Co.  
Michael's Advertising Specialties  
Northern Specialty Co.  
Owens Brush Co.  
Ox Fibre Brush Co.  
Red Wing Advertising Co., Inc.  
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Made of STYRON in 5 New Decorator Colors. Dow Evaluated for Home Appeal. Also in standard Black, Maroon and Ivory. Base may be Gold Stamped.

America's Most Popular Desk Pen Set. Acceptance proven the hard way — Cash - Over - the - Counter Sales. Beautifully packaged.



This garment hanger is an unbeatable door opener, low cost premium, every day advertising give-away, or a convention give-away. Gadget-Appeal—Smart Looking.

WRITE OR WIRE FOR SAMPLES

**PACO TOLEDO CO.**

Manufacturers

3234 Sylvania Ave., Toledo 13, Ohio

COMPLETE MAILING SERVICE

Helbros Watch Co., Inc.  
Kingston Watch Co.  
The Lux Clock Mfg. Co.  
Sig Moray  
The Moses Bros.  
The New Haven Clock & Watch Co.  
Arthur M. Newhouse  
Onyx Art Creators  
Saro Watch  
Seneca Watch Corp.  
The Sessions Clock Co.  
Sponholz  
States Trading Corp.  
Tele-vision Clock Corp. of America  
United Gift Coupon Co.  
The Irving Weissler Co.

### CLOSET ACCESSORIES

Blossom Mfg. Co.  
B-W Manufacturers, Inc.  
Cadic Chemical Products, Inc.  
Circle Metal Mfg. Co.  
Fabrico Mfg. Corp.  
Ben S. Loeb, Inc.  
Norco of Bridgeport, Inc.  
Pre-pac, Inc.  
Protex Products, Inc.  
Seymour Wallas & Co.  
Sinclair Industries, Inc.  
Anthony M. Stella  
Superior Plastics, Inc.  
Tupper Corp.  
S. T. Williams Co.

### COASTERS

Amsteen-Palmquist Associates, Inc.  
Anchor Hocking Glass Corp.  
Bar-Kay, Inc.  
Beacon Plastics Corp.  
Bilocaris Co.  
Columbus Plastic Products, Inc.  
Chas. W. Dorman Co.  
The Gailstyn Co., Inc.  
Hazel-Atlas Glass Co.  
The Edwin M. Knowles China Co.  
The R. L. Mitchell Rubber Co.  
Norbern Inc.  
Plastic Metal Mfg. Co.  
Soc. of the Plastic Industry  
Sterling Plastic Co.  
Superior Plastics, Inc.  
Texicote, Inc.  
Tupper Corp.  
Victory Mfg. Co.

### COFFEE DISPENSERS

Club Aluminum Products Co.  
Cory Corp.  
Dazey Corp.  
Hausman Mfg. & Sales Co.  
The Martin Co.  
Metal Industries, Inc.  
Rival Mfg. Co.  
Spartan Co.

### COFFEE MAKERS

Aluminum Goods Mfg. Co.  
The Buckeye Aluminum Co.  
Club Aluminum Products Co.  
Cory Corp.  
Chas. W. Dorman Co.  
The Duralux Co.  
Economy Novelty & Printing Co.  
Federal Enameling & Stamping Co.  
The Finders Mfg. Co.

Bud Florsheim Associates  
John D. Houck Mfg. Co.  
Hyland Electrical Supply Co.  
Madison Industries Inc.  
Moore Enameling & Mfg. Co., Inc.  
Milton S. Paris  
The Silex Co.  
Thatcher Glass Mfg. Co.  
West Bend Aluminum Co.

### COFFEE MEASURES

All Plastics  
Charms & Cain  
Cory Corp.  
Danco Engineering Co.  
Chas. W. Dorman Co.  
Elmar Products Co.  
R. R. Kellogg Advertising Services, Inc.  
Kilgore, Inc.  
McCollum Advertising, Inc.  
Spartan Co.  
Western Lithograph Co.

### COOKING, BAKING ACCESSORIES

(See also: Glassware, Plastic

### Specialties, Woodware

Aluminum Goods Mfg. Co.  
Ballonoff Metal Products Co.  
Bar-Kay, Inc.  
Circle Metal Mfg. Co.  
Finders Mfg. Co.  
Bud Florsheim Associates  
L. J. Horton Advertising Specialty Co., Inc.  
F. D. Kees Mfg. Co.  
Martin & Wilson  
Medalie Mfg. Co.  
Moore Enameling & Mfg. Co.  
The Moses Co.  
Northwestern Plastics, Inc.  
Milton S. Paris  
Parker-Gaines Div. Tex Machine Co.  
Premiumwares, Inc.  
Rival Mfg. Co.  
Schneider & Shier  
T. Harry Skinner Co.  
Thatcher Glass Mfg. Co.  
T. William Tunney  
U. S. Stamping Co.  
Van Schaack Premium Corp.  
Irving Ware Co.  
The Washburn Co.  
West Bend Aluminum Co.

### COSMETICS

Bostwick Laboratories, Inc.  
Curley Co., Inc.  
Windsor Chemical Laboratories

### COSMETIC ACCESSORIES

Columbia Products Corp.  
Jarco Distributing Corp.  
Joell Mfg. Co.  
The Lorben Corp.  
Lordell Corp.  
Myron Mfg. Corp.  
Northeastern Plastics, Inc.  
Standard Pyroxoloid Corp.  
Samuel Taubman & Co.  
Volupte Inc.  
Windsor Chemical Laboratories  
The Zell Products Corp.

#### CUTLERY

Adams Mfg. Co.  
The Admaster Creations Co.  
Adprint Corp.  
Allied Mfg., Inc.  
Aristocrat Mfg. Co.  
Artistic Tip Printing Co.  
Beacon Plastics Corp.  
W. Bell & Co.  
E. G. Bentley Co., Inc.  
Berg Sales Co.  
Chas. D. Briddell, Inc.  
Camillus Cutlery Co.  
Cattaraugus Cutlery Co.  
Continental Mfg. Co.  
Delsam Co.  
Eastern Sales & Advertising Co.  
Ekco Products Co.  
Englishtown Cutlery Ltd.  
French Advertising Specialty Co.  
Griffin Cutlery Corp.  
Hausman Mfg. & Sales Co.  
Hewig Co.  
Hyland Electrical Supply Co.  
Ideal Knife Co., Inc.  
Kaylan Cutlery Co.  
Henry L. Klingler  
Ben. S. Loeb, Inc.  
The Majestic Silver Co.  
Marhar Trading Co.  
L. E. Mason Co.  
Mornet Inc.  
The Moses Co.  
Howard Murphy Co.  
Arthur M. Newhouse  
Parker-Gaines Div. Tex Machine Co.  
Quikut, Inc.  
Red Wing Advertising Co., Inc.  
Robeson Cutlery Co., Inc.  
Schneiderman & Co.  
Simmons Slicing Knife Co.  
Spartan Co.  
States Trading Corp.  
Utica Cutlery Co.  
V. H. Worman Associates  
Denver M. Wright, Jr. Co.  
Hy Zeiger and Co.

#### FLASHLIGHTS

Alpine Products Co.  
Alfred Alterman  
Alpha Pencil Co.  
Auto Point Co.  
Bantam-Lite, Inc.  
Brownie Mfg. Co.  
Burgess Battery Co.  
Robert J. Burnham, Inc.  
W. C. Burroughs Co., Inc.  
Delta Electric Co.  
Ekco Products Co.  
Ever-Lite Co.  
Fulton Mfg. Corp.  
Leonard Heim  
Jacro Distributing Corp.  
Martin Meyers Co.  
Michael's Advertising Specialties  
The Moses Bros.  
New York Pencil Co.  
H. L. Philips Advertising Specialties  
Polar Products Co.  
Progressive Products, Inc.  
Rosenberg Bros. & Co.  
Spartan Co.  
Sterl-Art Novelty Co., Inc.  
Van Schaack Premium Corp.

JUNE, 1952

# GRUEN

THE PRECISION WATCH

*Buy The Best  
For Less!*

**When Your Program Calls For**

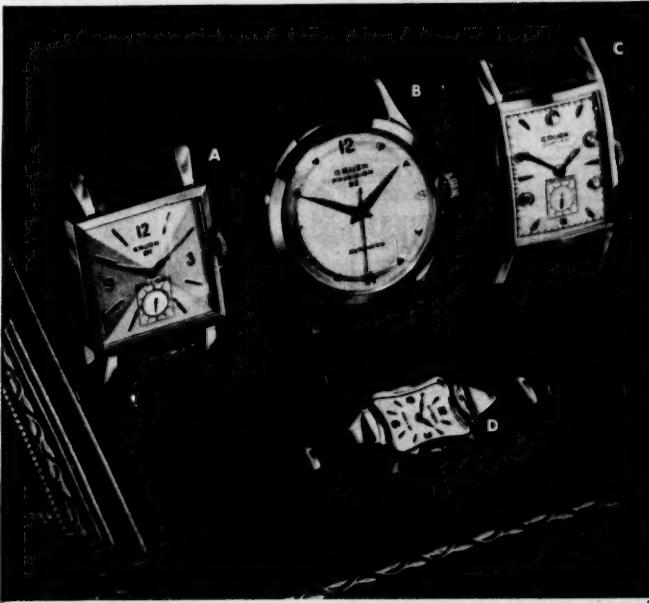
*the presentation of:*

ACHIEVEMENT AWARDS  
SALES AWARDS  
SAFETY AWARDS  
SERVICE AWARDS  
PRODUCTION INCENTIVE  
AWARDS

PREMIUMS  
CONTEST PRIZES  
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## USE GRUEN WATCHES

*Here are just a few from the wide selection of Gruen watches for men and women*



A. **Gruen Star Supreme**, 21-jewel Veri-Thin Watch, distinguished modern design. Gold-filled case.

B. **Gruen Autowind Medallion**, self-winding and superb, 23-jewel Gruen-Precision® movement, 18 kt. gold case.

C. **Gruen Curvex Executive**, curved to fit the wrist, 17 jewels, dial set with five diamonds, 14 kt. gold case.

D. **Gruen Hawaika**, Veri-Thin Watch with 17-jewel Gruen-Precision® movement, 14 kt. gold clover-shaped case.

BUY DIRECT FROM AUTHORIZED FACTORY PREMIUM DISTRIBUTORS

For complete information regarding prices and styles, telephone or write to us.

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80 Washington St. Digby 4-8260 New York 6, N. Y.

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### Perfect For Premiums

Matching table and chair sets, also separate tables and chairs, and poker tables. This fine folding furniture makes business-building premiums. A large line of styles and prices to select from.

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666 Lake Shore Dr., Chicago 11, Ill.



### Sensational New PREMIUM!



### IT'S DIFFERENT IT'S PRACTICAL

Here's an item that's hot. This "corn butter caddy" is made of yellow plastic. The cup conforms to the roundness of the corn and is filled with butter or Oldeomargarine which is melted by the heat of the corn, so it covers evenly over the food. No more annoyance because of butter sliding off knives.

This economical SALES BUILDER can be imprinted with the name of a product, company or any type of selling message. Ideal for distribution at the point of sale, trade shows, small gimmicks, give-away by salesmen, etc. Can also be packaged in any quantity from 3 upwards as self-liquidator.

ONLY 8¢ in quantities of 10 M (lower prices for larger quantities). Minimum 250 @ 13½¢. These prices include imprint. Prices without imprint available on request.

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Main 4-3297

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Elmar Products Co.  
Alfred Hahn Co.  
Ideal Toy Corp.  
Multiple Products Corp.  
Northwestern Plastics, Inc.  
The Strathmore Co.  
Universal Specialties Co.  
Wells Publishing Co.

## GLASSWARE

Delsam Co.  
The Federal Glass Co.  
The Gailstyn Co., Inc.  
Gay Fad Studios  
Glasolier Co.  
Hamilton Glass Co., Inc.  
Hazel-Atlas Glass Co.  
Libbey Glass  
Mell-Hoffman Mfg. Co.  
Nesco, Inc.  
Kiedel-Schaff, Inc.  
Roart Co.  
S. Schneiderman & Co.  
Thatcher Glass Mfg. Co.

## HANDBAG ACCESSORIES

Adams Mfg. Co.  
Advertising Div. Cathedral Envelope Co., Inc.  
Brownie Mfg. Co.  
Columbia Walescraft Ltd.  
Enger-Kress Co.  
Joell Mfg. Co.  
Leathertone, Inc.  
The Lorben Co.  
Lordell Corp.  
Shelley Distributors, Inc.  
Volupte Inc.  
The Zell Products Corp.

## HOME HARDWARE

Adprint Corp.  
W. S. Bremer Co.  
A. G. Busch & Co., Inc.  
Circle Metal Mfg. Co.  
Dennis Mitchell Industries  
Evans & Co.  
Federal Premium Service, Inc.  
Ben J. Koral  
Arthur M. Newhouse  
Norco of Bridgeport, Inc.  
Parker-Gaines Div. Tex Machine Co.  
Pearon Metal Specialty Co.  
Sinclair Industries, Inc.  
The Alden Speare's Sons Co.  
S. T. Williams Co.

## IRONS

American Thermo Appliance Co.  
Mill Distributors  
Milton S. Paris  
Proctor Electric Co.  
Rival Mfg. Co.  
The Silex Co.

## JEWELRY

Alpha Pencil Co.  
W. Bell & Co.  
Berg Sales Co.

Coro, Inc.  
Dennis Grenn Co.  
Dunn Brothers  
Eastern Jewelry Mfg. Co.  
Walter E. Hayward Co., Inc.  
Hickok Mfg. Co.  
Marrella Pearls, Inc.  
The Metal Arts Co., Inc.  
Multiple Products Corp.  
New York Pencil Co.  
The Norsid Mfg. Co., Inc.  
Shields, Inc.  
States Trading Corp.  
Anthony M. Stella  
**Travellers Premium Co.**  
Uncas Mfg. Co.  
Volupte Inc.  
Wolco, Inc.  
Zell Products Corp.

## KEY CASES

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Advertisers Publishing Co.  
Advertising Promotion Products  
Advertisers' Specialty Products Co.  
Amity Leather Products Co.  
Amsterdam Printing & Litho. Co.  
Art Calendar Co.  
ArtsCraft Calendar Co.  
Artistic Tip Printing Co.  
Atlas Advertisers, Inc.  
Auto Point Co.  
Bantam-Lite, Inc.  
The Bellmore Leather Goods Co.  
Brecher Bros.  
Charms & Cain  
U. O. Colson Co.  
Columbia Walescraft Ltd.  
Dart Mfg. Co.  
Economy Novelty & Printing Co.  
Enger-Kress Co.  
Ever-Lite Co.  
Geiger Bros.  
Hagerstown Leather Goods Co.  
Hickok Mfg. Co.  
Holiday Products Co.  
Jacro Distributing Corp.  
Joell Mfg. Co.  
R. R. Kellogg Advertising Services, Inc.  
Emil B. Krauss & Sons  
Landa Leather Products Co.  
Leathertone, Inc.  
McCollum Advertising, Inc.  
A. Mitchell  
New York Pencil Co.  
Neil S. O'Donnell, Ltd.  
Paco Toledo Co.  
Penn State Industries  
H. L. Phillips Advertising Specialties  
Progressive Products, Inc.  
Raynor's Advertising Service  
Red Wing Advertising Service  
Standard Advertising & Printing Co., Inc.  
Uncas Mfg. Co.  
John Wahner Mfg. Co.  
**Waterbury Companies, Inc.**  
**The I. Irving Weissler Co.**  
Western Novelty Co.  
Norman Wolff Associates  
The Wright Co.  
The Zell Products Corp.

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Allied Mfg., Inc.

Aluminum Goods Mfg. Co.  
Artistic Wire Products Co., Inc.  
Ahmco Products, Inc.  
Bar-Kay, Inc.  
The Bellmore Leather Goods Co.  
Blisscraft of Hollywood  
Blue Cross Laboratories  
Bostwick Laboratories, Inc.  
W. S. Bremer Co.  
**W. E. Campbell Co.**  
Carlisle Mfg. Co.  
Clarvan Corp.  
Columbus Plastic Products, Inc.  
Compton Stamping & Mfg. Co.  
Cory Corp.  
Danco Engineering Co.  
De Co Associates  
Dispensers, Inc.  
Eastern Sales & Advertising Co.  
Ekco Products Co.  
Harold Everts Co.  
Featureistic Advertising Co.  
Bud Florsheim Associates  
Foley Mfg. Co.  
Marvel Mfg. Corp.  
Leonard Heim  
Hewig Co.  
L. J. Horton Advertising Specialty Co.  
Kilgore, Inc.  
Leo S. Koch  
Ben J. Koral  
The Martin Co.  
L. E. Mason Co.  
W. F. Meyer & Sons, Inc.  
Monument Mfg. Co.  
Mutual Plastic Mold Co.  
Nesco, Inc.  
New England Carbide Tool Co., Inc.  
Arthur M. Newhouse  
Northeastern Plastics, Inc.  
Northwestern Plastics, Inc.  
Parker-Gaines Div. Tex Machine Co.  
Phoenix Table Mat Co.  
Rival Mfg. Co.  
Schneider & Shier  
Sinclair Industries, Inc.  
The Strathmore Co.  
Toledo Guild Products, Inc.  
Roy F. Trauger & Associates  
The Washburn Co.  
S. T. Williams Co.  
The Wil-Stan Products Co.

**KNIVES, POCKET, HUNTING**

Adams Mfg. Co.  
Aristocrat Mfg. Co.  
Auto Point Co.  
Bernard Bunnin  
Camillus Cutlery Co.  
Cattaraugus Cutlery Co.  
Continental Mfg. Co.  
The Delsam Co.  
Dunn Brothers  
The Griffin Mfg. Co.  
Walter E. Hayward Co., Inc.  
Imperial Knife Co., Inc.  
Kaylan Cutlery Co.  
Kenworth Mfg. Co.  
Ben J. Koral  
Emil B. Kraus & Sons  
Marble Arms & Mfg. Co.  
Michael's Advertising Specialties  
Northern Specialty Co.  
H. L. Philips Advertising Specialties  
Robeson Cutlery Co., Inc.  
St. Louis Pencil Co.  
S. Schneiderman & Co.  
Unsinger-AP Corp.

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**Worthy of your  
Product...  
Redemption  
Stations  
Throughout U.S.!**

**Do Lasting Advertising  
Through Premiums with  
UNITED GIFT COUPONS**

- Nationally advertised premiums
- Warehouses and Redemption Stations strategically located, nationally, to insure prompt service
- Co-operative redemptions for more productive premium advertising
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United Trading Stamp Co.**

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Glasolier Co.  
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Keg-O Products Corp.  
Madison Industries Inc.  
Malina & Associates  
Melrose Lamp & Shade Co., Inc.  
Nor'east Nautical, Inc.  
Rex Electric Lamp Mfg. Co.  
Roart Co.

Smith Sales Co.  
The Verplex Co.

**LAUNDRY AIDS**

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Artmoore Co.  
Blossom Mfg. Co.  
B-W Manufacturers, Inc.  
Cadic Chemical Products, Inc.  
Casco Products Corp.  
Clarvan Corp.  
The Korex Co.  
Mastro Plastics Corp.  
W. F. Meyer & Sons, Inc.  
Dennis Mitchell Industries  
Samuel Taubman & Co.  
Textile Mills Co.

Van Schaack Premium Corp.  
Weaver Pres-Kloth Co.

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Amity Leather Products Co.  
Amsterdam Printing & Litho Goods  
Atlas Advertisers, Inc.  
Auto Point Co.  
The Bellmore Leather Goods Co.  
E. G. Bentley Co.  
Brecher Bros., Inc.  
Columbia Walecraft Ltd.  
Dur-O-Lite Pencil Co.  
Enger-Kress Co.  
Esther Leather Co.  
Geiger Bros.  
The Hagerstown Leather Co.  
Hewig Co.  
Hickok Mfg. Co.  
L. J. Horton Advertising Specialty Co.  
Joell Mfg. Co.  
Henry L. Klingler  
Emil B. Kraus & Sons  
Landa Leather Products Co.  
Malina & Associates  
Martin Meyers Co.  
Mill Distributors  
Mornet, Inc.  
Neil S. O'Donnell, Ltd.  
Penn State Industries  
Raynor's Advertising Service  
Red Wing Advertising Service  
The H. W. Singleton Co.  
Smith Sales Co.  
Standard Advertising & Printing Co., Inc.  
The Standard Diary Co.  
Warren Leather Goods Co.  
Western Lithograph Co.  
Western Novelty Co.  
Norman Wolff Associates  
The Zell Products Corp.

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Murray Harris  
Kaywood Studio  
Marhar Trading Co.  
Mill Distributors  
Mooresville Mills  
North American Handkerchief Corp.  
Pepperell Mfg. Co.  
Taylor Linen Co., Inc.  
United Gift Coupon Co.

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W. Bell & Co.  
Brecher Bros.  
Leo S. Koch  
L-U-C-E Mfg. Co.  
Minute Man Decalcomania Co.  
Pre-pac, Inc.  
Protex Products, Inc.  
Soc. of the Plastic Industry  
Travellers Premium Co.  
Warren Leather Goods Co.

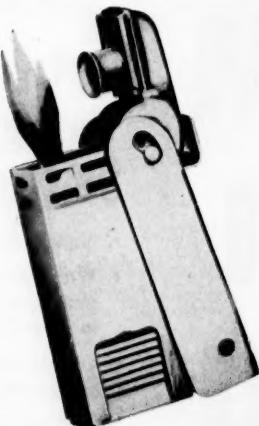
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Aristocrat Mfg. Co.  
W. E. Bassett Co.  
Brecher Bros.  
Columbia Walecraft Ltd.

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AUTOMATIC  
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THE PERFECT  
PREMIUM AT THE PERFECT PRICE!

*Precision Built • Unconditionally Guaranteed  
Every Light Brings Your Product to Mind!*

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**THE BEST VALUE . . . THE BEST BUY . . . THE BEST PRICED  
LIGHTER FOR PREMIUMS . . . IF IT'S REGENS — IT LIGHTS**

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**REGENS LIGHTER CORP. 2 EAST 46th STREET  
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Griffon Cutlery Corp.  
Henry L. Klingler  
Mornet, Inc.  
Northeastern Plastics, Inc.  
Satz Advertising Specialties  
**Waterbury Companies, Inc.**

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Bond Handkerchief Co.  
Dunn Brothers  
Hickok Mfg. Co.  
**L. J. Horton Advertising Specialty Co., Inc.**  
Parallel Mfg. Co.  
Shields, Inc.  
Texicote, Inc.  
Victoria Silk Press Co.

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Advertisers Publishing Co.  
Aladdin Fountain Pen Mfg. Co.  
Alpha Pencil Co.  
Alpine Products Co.  
**R. L. Arnold Pen Co., Inc.**  
Art Calendar Co.  
Artcraft Calendar Co.  
Auto Point Co.  
Atlas Advertisers, Inc.  
Bantam-Lite, Inc.  
Brownie Mfg. Co.  
Robert J. Burnham, Inc.  
Charms & Cain

**The Chatham Mfg. Co.**  
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Elmar Products Co.  
Ever Co.  
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Fisher Pen Co.  
Flo-Ball Pen  
Gregory Fount-O-Ink Co.  
The Griffin Mfg. Co.  
Alfred Hahn Co.  
**Hausman Mfg. & Sales Co.**  
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Hendrix-Leland Co.  
Hewig Co.  
C. Howard Hunt Pen Co.  
Ben J. Koral  
Emil B. Kraus & Sons  
Leathertone, Inc.  
Lindy Pen Co., Inc.  
A. Mitchell  
Bert M. Morris Co.  
Monroe Mfg. Co.  
New York Pencil Co.  
Northern Specialty Co.  
Neil S. O'Donnell, Ltd.  
**Paco Toledo Co.**  
Pencil Specialty Co., Inc.  
Penn State Industries  
The Pen-Rite Corp.  
H. L. Phillips Advertising Specialties  
Polar Products Co.  
Cy Prisyon Co.  
Progressive Products, Inc.  
Raynor's Advertising Service

Red Wing Advertising Service  
Ritepoint Co.  
St. Louis Pencil Co.  
S. Schneiderman & Co.  
The H. W. Singleton Co.  
Soc. of the Plastic Industry  
States Trading Corp.  
Sterl-Art Novelty Co., Inc.  
Stratford Pen Corp.  
Samuel Taubman & Co.  
Union Pencil Co., Inc.  
**The U. S. Victor Fountain Pen Co., Inc.**  
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G. R. Warren & Associates  
John Waehner Mfg. Co., Inc.  
L. E. Waterman Co.  
Western Lithograph Co.  
Norman Wolff Associates  
The Wright Co.

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Carlisle Mfg. Co.  
Columbus Products, Inc.  
Harold Everts  
French Advertising Specialty Co.  
Kilgore, Inc.  
Leo S. Koch  
Metal Industries, Inc.  
Mutual Plastic Mold Co.  
Nesco, Inc.  
Nosco Plastics  
Parker-Gaines Div. Tex Machine Co.  
Plastic Products Co. of Atlanta, Ga.

**Faribo** **PAK-A-ROBE**  
...greatest name in premiums and prizes!

The premium without equal — the prize of them all . . . the multi-use Faribo PAK-A-ROBE. Open, it's a Tartan Plaid all-wool robe; closed, it's a comfortable cushion in leather-like plastic and robe matching plaid. A two-in-one beauty, the Faribo PAK-A-ROBE packs a perfect punch as a premium or prize!

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Gabe Morosco

Daniel H. Cummings  
300 West Adams Street  
Chicago 6, Illinois

Henry P. Getchell  
204 Merchandise Bldg.  
Minneapolis 3, Minnesota

Harold J. Roach  
Faribault Woolen Mill Co.  
Faribault, Minnesota  
(Iowa-Nebraska-Kansas)

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1385 Market Street  
San Francisco, Calif.

John B. Handford  
3726 Vista Street  
Long Beach 3, Calif.  
(Calif.-Wash.-Oregon)

J. B. Magee  
Industrial Building  
Phoenix, Arizona

L. E. Mason Jr.  
513 Godchaux Building  
New Orleans, Louisiana

**FARIBO WOOLEN MILL COMPANY, Faribault, Minnesota**

Tupper Corp.  
United Plastic Corp.  
United States Mfg. Corp.  
Victory Mfg. Co.  
Warren Leather Goods Co.  
The Washburn Co.

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Adorn Co.  
Adprint Corp.  
Advertisers Mfg. Co.  
Advertising Div. Cathedral Envelope Co., Inc.  
Advertising Souvenir & Calendar Co.  
Alpha Pencil Co.  
Alfred Alterman  
Amity Leather Products Co.

Amsteen-Palmquist Associates, Inc.  
Amsterdam Printing & Litho. Co.  
Arpen Industries, Inc.  
The Art Neth Co.  
Associated Activities Inc.  
Atlas Advertisers, Inc.  
Auto Point Co.  
Bausch & Lomb Optical Co.  
Beacon Plastics Corp.  
E. G. Bentley Co., Inc.  
Blisscraft of Hollywood  
Blossom Mfg. Co., Inc.  
Bonnie Bilt, Inc.  
Brecher Bros.  
Burroughs Mfg. Corp.  
**W. E. Campbell Co.**  
Carvanite Products  
Charms & Cain  
**The Chatham Mfg. Co.**

Clarvan Corp.  
U. O. Colson  
Columbia Products Corp.  
Columbus Plastic Products, Inc.  
Comet Envelope & Paper Co., Inc.  
Curley Co., Inc.  
Danco Engineering Co.  
Deco Associates  
Deltex Products Co.  
Dur-O-Lite Pencil Co.  
Eagle Roll Leaf Stamping Co.  
Elmar Products Co.  
Emenee Industries  
Harold Everts Co.  
Fabrico Mfg. Corp.  
Featuristic Advertising Co.  
Federal Premium Service, Inc.  
Flambeau Plastics Corp.  
Bud Florsheim Associates  
The Gailstyn Co., Inc.  
Grange, Inc.  
Murray Harris  
Leonard Hein  
Hewig Co.  
L. I. Horton Advertising Specialty Co.  
Ideal Toy Corp.  
F. B. A. Industries Corp.  
Joell Mfg. Co.  
Kaywood Studio  
R. R. Kellogg Advertising Services, Inc.  
Kilgore, Inc.  
Ben J. Koral  
Leathertone, Inc.  
Lido Toy Corp.  
Ben S. Loeb, Inc.  
Loma Plastics Inc.  
Martin & Wilson  
Mastro Plastics Corp.  
Melton Publishing Co.  
Michael's Advertising Specialties  
Minute Man Decalcomania Co.  
A. Mitchell  
Monument Mfg. Co.  
Bert M. Morris  
Sig Morvay  
Multi Products, Inc.  
Multiple Products Corp.  
Howard Murphy Co.  
Mutual Plastic Mold Co.  
Myron Mfg. Corp.  
National Plastic Products Co.  
Arthur M. Newhouse  
Northeastern Plastics Inc.  
Northwestern Plastics, Inc.  
Parallel Mfg. Corp.  
Penn State Industries  
The Pen-Rite Corp.  
H. L. Phillips Advertising Specialties  
Plastic Metal Mfg. Co.  
Plastic Products Co. of Atlanta, Ga.  
Plastron, Inc.  
Postamatique Co.  
Premiumwares, Inc.  
Pre-pac, Inc.  
Cy Prisyon Co.  
Process Co. of America  
Progressive Products, Inc.  
Protex Products, Inc.  
Kay-Gor Mfg. Co., Inc.  
Riedel Schaff, Inc.  
The Robbins Co.  
Rosemary Corp.  
Rosenberg Bros. & Co.  
Seymour Wallas & Co.  
T. Harry Skinner Co.  
Smith Sales Co.  
Martin Small Co.  
Soc. of the Plastic Industry

**YOUR COST**  
**60¢ EACH (Including Tax)**



**ARNOLD**

**A GREAT NAME FOR PREMIUMS**

**FOUNTAIN PENS • BALL PENS • SETS**

**PRICED FROM 15¢ TO \$1.00**

**WRITE FOR SAMPLES**

**R. L. ARNOLD PEN CO., Petersburg, Va.**

#### WHAT? A WING-LESS TAIL-LESS BIRD?



YES!—It's this kiwi from New Zealand. It has neither wings nor tail. Its feathers resemble fur. It runs around crying kee-wee, from whence its name. The old farmer who saw one at the circus side-show spat indignantly and exclaimed, "Darn it all, there AINT no such bird."

Maybe that's how you feel about stamps as premiums—darn it all, there AINT no such premium. But just as this stamp proves there's a kiwi, so we can give you lots of evidence on the outstanding success of stamp premium offers.

As the world's largest stamp firm we have planned or helped in the planning of, and supplied stamps and albums for, just about all of the large successful stamp premium promotions. Let us hear from you about your premium requirements.

**H. E. HARRIS & CO. • 108-A Mass. Ave. • BOSTON 17, MASS.**

**Spir-it, Inc.**  
Anthony M. Stella  
Sterling Plastics Co.  
The Strathmore Co.

Styletene, Inc.  
Superior Plastics, Inc.  
Texicote, Inc.  
Uncas Mfg. Co.  
Union Pencil Co., Inc.  
United Plastic Corp.  
**Waterbury Companies, Inc.**  
Weinman Brothers, Inc.  
The Weiss & Klaw Co.  
V. H. Worman Associates  
Denver M. Wright, Jr. Co.

**PLAYING CARDS, ACCESSORIES**

Eastern Sales & Advertising Co.  
French Advertising Specialty Co.  
The Strathmore Co.  
Harry K. Voelp, Inc.  
G. R. Warren & Associates  
Norman Wolff Associates

**PRIZE INCENTIVES**

Belnap & Thompson, Inc.

**RADIOS, RECORD PLAYERS,  
TELEVISION, ACCESSORIES**

Dille & Co.  
Hyland Electrical Supply Co.  
Kenworth Mfg. Co.  
Travelers Premium Co.

**RUBBER HOUSEWARES**

The R. L. Mitchell Rubber Co.

**Sig Morvay**  
The Moses Bros.  
Tupper Corp.

**RULERS, YARDSTICKS**

Ace Calendar & Specialty Co.  
Advertisers' Publishing Co.  
Alpha Pencil Co.  
Amsterdam Printing & Litho. Co.  
Art Calendar Co.  
Artistic Tip Printing Co.  
Cussons, May & Co., Inc.  
Dart Mfg. Co.  
**Evans & Co.**  
Featureistic Advertising Co.  
Hausman Mfg. & Sales Co.  
Emil B. Kraus & Sons  
Leathertone, Inc.  
Martin Meyers Co.  
A. Mitchell  
Monument Mfg. Co.  
New York Pencil Co.  
Northeastern Plastics, Inc.  
Neil S. O'Donnell, Ltd.  
Cy Prisyon Co.  
Raynor's Advertising Service  
Martin Small Co.  
Sterling Plastics Co.  
John Waechner Mfg. Co., Inc.  
Denver M. Wright, Jr. Co.  
Hy Zeiger and Co.

**SCALES**

(Bathroom, Baby, Household, etc.)  
Borg-Erickson Corp.  
The Brearley Co.  
Continental Scale Corp.

**SCISSORS, SHEARS**

Adams Mfg. Co.  
Allied Mfg., Inc.  
Aristocrat Mfg. Co.  
The Brabant Needle Co., Inc.  
Continental Mfg. Co.  
Griffon Cutlery Corp.  
Murray Harris  
Henry L. Klinger  
Ben S. Loeb, Inc.  
Martin & Wilson  
Mornet Inc.  
Howard Murphy Co.  
Robeson Cutlery Co., Inc.  
Van Schaack Premium Corp.  
V. H. Worman Associates

**SCRAPERS**  
(Window, Dish, Paint, etc.)

Advertising Div. Cathedral Envelope  
Co., Inc.  
Arcraft Calendar Co.  
Conrad Razor Blade Co., Inc.  
Harold Everts Co.  
Federal Premium Service Inc.  
Hendrix-Leland Co.  
L. J. Horton Advertising Specialty Co.  
R. R. Kellogg Advertising Service, Inc.  
McGill Metal Products Co.  
Northwestern Plastics, Inc.  
**Paco Toledo Co.**  
Phelps Mfg. Co.  
Cy Prisyon Co.  
Schneider & Shier  
Smith Sales Co.  
Standard Advertising & Printing Co., Inc.

# EVERDRY . . . The Thirsty Coaster

"It just drinks . . .

and drinks . . .

and drinks" . . .

- **ALWAYS DRY AND READY FOR USE**
- **WILL NOT STICK TO GLASSES**
- **CHEMICALLY PERPETUALLY ABSORBENT**



Available in Display Box or Mailing Tube

Quantity Quotations

**— BLOCARIS COMPANY —**

755 BOYLSTON STREET

BOSTON 16, MASS.

\*Trade Mark

Victory Mfg. Co.  
Harry K. Voelp, Inc.  
John Waehner Mfg. Co., Inc.

#### SEWING AIDS

Aladdin Fountain Pen Mfg., Inc.  
Artistic Tip Printing Co.  
The Brabant Needle Co., Inc.  
W. C. Burroughs Co., Inc.  
Evans & Co.  
Flambeau Plastics Corp.  
Griffin Cutlery Corp.  
The Griffin Mfg. Co.  
Holiday Products Co.  
Jarco Distributing Corp.  
Mornet, Inc.  
Process Co. of America  
Weaver Pres-Kloth Co.

#### SHAVING ITEMS

American Safety Razor Corp.  
Bostwick Laboratories, Inc.  
Conrad Razor Blade Co., Inc.  
Hickok Mfg. Co., Inc.  
Pal Blade Co.  
Roy F. Trauger & Associates

#### SILVERWARE

Alco Sales Co.  
W. Bell & Co.  
Eastern Sales & Advertising Co.  
Englishtown Cutlery Ltd.  
The Gailstyn Co., Inc.  
The Majestic Silver Co.  
Marhar Trading Co.  
States Trading Corp.

United Gift Coupon Co.  
Utica Cutlery Co.

#### REDEMPTION COUPONS

United Trading Stamp Co.

#### SPORTING GOODS

The Admaster Creations Co.  
Advertisers Mfg. Co.  
A. G. Busch & Co., Inc.  
Carlisle Mfg. Co.  
DeCo Associates  
Delti's Fish Gripper  
Dille & Co.  
Fabrico Mfg. Corp.  
Manny Guttermann & Associates  
Alfred Hahn Co.  
Keystone Co.  
Leo S. Koch  
The Moneco Co.  
Onyx Art Creators  
Schneider & Shier  
The Springfield Co.  
Union Hardware Co.  
Hy Zeiger and Co.

#### STAMPS, STAMP ALBUMS

H. E. Harris & Co.

#### STATIONERY SPECIALTIES

The Admaster Creations Co.  
Adprint Corp.  
Amerline Inc.

Amsterdam Printing & Litho. Co.  
Arpen Industries, Inc.  
Bagley & St. Clair  
Blocaris Co.  
W. C. Burroughs Co., Inc.  
The Chatham Mfg. Co.  
Continental Mfg. Co.  
Emenee Industries  
Evans & Co.  
Fontana Bros.  
Hewig Co.  
C. Howard Hunt Pen Co.  
Ben J. Koral  
Lordell Corp.  
The Metal Arts Co., Inc.  
The Meyercord Co.  
Minute Man Decalcomania Co.  
New York Pencil Co.  
The Norsid Mfg. Co., Inc.  
Northeastern Plastics, Inc.  
Onyx Art Creators  
Paco Toledo Co.  
Parallel Mfg. Corp.  
Penn State Industries  
Plasco Mfg. Co.  
Ply Line Co.  
Pocket Books, Inc.  
Process Co. of America  
Product Engineering & Development Co.

Ready Reference Publishing Co.  
The Standard Diary Co.  
Sterling Plastics Co.  
The Strathmore Co.  
The U. S. Victor Fountain Pen Co., Inc.  
Waterbury Companies, Inc.  
Western Novelty Co.

**TOPS! IN PREMIUM VALUES**

**BABY TRAVELER**

**CAR-PEN**

**SWING-N-SEAT**

**AUTO BABY SEATS**

**LAUNDRY CARTS**

**MAID & BUTLER**

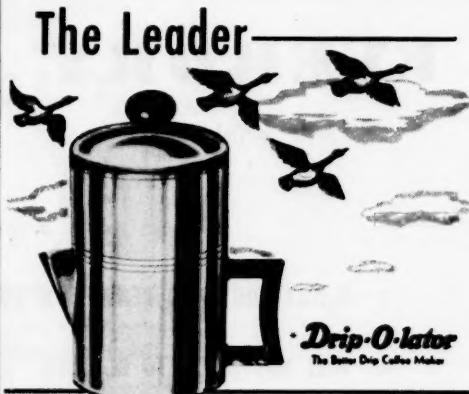
**SHOPPING CARTS**

Purchase compelling premium values from DMI have paved the way toward many successful promotional campaigns. These are quality premiums... unequalled in utility and appeal with long established consumer acceptance. Write today for information.

**DENNIS MITCHELL INDUSTRIES**

Manufacturers of Auto Baby Seats & Hammocks — Wire Baskets — Trike and Delivery Baskets — Presto Shopping Carts — Carriages and Stroller Baskets — The Caddy — The Baby Traveler — The Tot Trolley

4424 PAUL ST., PHILA. PA.



\* Registered trade mark of The Enterprise Aluminum Co.

The acclaim of millions of housewives has placed the Genuine Drip-O-lator by Enterprise in the position of leadership. As a leader, the Drip-O-lator lives up to its name in "sparking" increased sales. It makes the ideal sales stimulating companion for any product.

#### THE ENTERPRISE ALUMINUM CO.

Messillon, Ohio

ONE OF THE WORLD'S LARGEST MANUFACTURERS OF ALUMINUM COOKING UTENSILS

COFFEE & TEA INDUSTRIES and The Flavor Field

#### TABLE ACCESSORIES

C. D. Baird & Co.  
Ballonoff Metal Products Co.  
Bar-Kay, Inc.  
Blisscraft of Hollywood  
Blossom Mfg. Co., Inc.  
Gay Fad Studios  
Kaywood Studio  
Leathertone, Inc.  
Munising Wood Products Co., Inc.  
Northeastern Plastics, Inc.  
Onyx Art Creators  
J. Shepherd Parrish Co.  
Phoenix Table Mat Co.  
Quaker China of Salem, Inc.  
Victory Mfg. Co.

#### TABLES

Castle Mfg. Co., Inc.  
DeCo Associates  
Edwin B. Frank  
Hendrix-Leland Co.  
R. R. Kellogg Advertising Services,  
Inc.  
Madison Industries, Inc.  
Mutual Plastic Mold Co.  
Plastic Metal Mfg. Co.  
Toledo Guild Products, Inc.  
Western Stoneware Co.

#### TEA POTS

The Bellaire Enamel Co.  
Bernard M. Bunnin  
Cory Corp.  
The W. S. George Pottery Co.  
Purinton Pottery Co.  
Sabins Mfg. Co.  
Superior Plastics, Inc.  
Thatcher Glass Mfg. Co.  
U. S. Stamping Co.  
Western Stoneware Co.

#### TELEVISION SETS—See: Radios, Thermometers, Barometers

Ace Calendar & Specialty Co.  
Arcraft Calendar Co.  
Carcross Co.  
John L. Chaney Instrument Co.  
U. O. Colson Co.  
Deltex Products Co.  
Dille & Co.  
Eastern Sales & Advertising Co.  
Fee & Stemwedel, Inc.  
Manny Guterman & Associates  
Hausman Mfg. & Sales Co.  
Leonard Heim  
Ben J. Koral  
A. Mitchell  
T. W. O'Connell & Co.  
Neil S. O'Donnell, Ltd.  
Schneider & Shier  
The H. W. Singleton Co.  
Standard Thermometer, Inc.  
Travellers Premium Co.  
Western Lithograph Co.

#### TOOLS, KITS

Bagley & St. Clair  
Berg Sales Co.  
Casco Products Corp.  
Earl Products Co.  
Evans & Co.  
The Griffin Mfg. Co.  
K-D Mfg. Co.  
Mornet, Inc.

JUNE, 1952

## A PREMIUM OF HIGHEST CHARACTER

- AN APPRECIATED GIFT
- AN EXCITING PRIZE

Base is genuine Mexican Onyx  
—with all the depth and  
beauty found only in this semi-  
precious stone.

The exclusive CHATHAM  
fountain pen is guaranteed  
never to leak. Always writes  
at touch. Large ink capacity  
means fewer fillings. New  
contour-balanced taper and  
hidden pen point design in  
keeping with styling of most  
expensive pen sets offered  
anywhere.

All Metal Parts on Pen and  
Base 22K Gold Plated, Per-  
spiration proof.



**COSTS FAR LESS  
THAN YOU IMAGINE!**

Write for complete details and samples of our genuine onyx and plastic base  
desk sets.

DEPT. M

**THE CHATHAM MANUFACTURING CO.**  
915 BROADWAY • NEW YORK 10, N. Y.

## PREMIUM BALLOONS

*boost your sales*



Experience has definitely proved  
that Mohican balloons, imprinted  
with your ad, will increase sales.

There's no secret . . . Mohican  
are quality Easy-Blow balloons  
that build real good will with  
youngsters.

Never overlook Kid influence on  
family purchases and at the same  
time you advertise your products  
"by air" on streets and in homes.

**Send FOR SAMPLES  
AND PRICES**

**THE MOHICAN RUBBER CO.**



Ashland  
Ohio

**STOCKING DRYER**  
and other

**PREMIUM SPECIALTIES**

**IN LOW PRICE RANGE**

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write to

**WATERBURY COMPANIES, Inc.**  
Waterbury, Conn.

Myron Mfg. Corp.  
New England Carbide Tool Co., Inc.  
Pre-pac, Inc.  
Rosenberg Bros. & Co.  
Schneider & Shier  
Speedway Mfg. Co.  
Unsinger-AP Corp.  
Utica Cutlery Co.  
V. H. Worman Associates

#### TOYS

Advertising Div. Cathedral Envelope Co., Inc.  
Alfred Alterman  
Aluminum Goods Mfg. Co.  
Amerline Inc.  
Bonny Toy Co.  
Brownie Mfg. Co.  
Bernard M. Bunnin  
Clarvan Corp.  
Container Corporation of America  
Curley Co., Inc.  
Danco Engineering Co.  
P. & M. Doll Co., Inc.  
Eagle Rubber Co., Inc.  
Elmar Products  
Eimence Industries  
Esther Leather Co.  
Harold Everts Co.  
Ever-Lite Co.  
F. B. A. Industries Corp.  
Fisher-Price Toys, Inc.  
The Fli-Back Sales Corp.  
Alfred Hahn Co.  
Hol-le Toy Co.  
Hooper-Up Sales Co.  
Ideal Toys Corp.

Kilgore, Inc.  
The Kirchhof Patent Co., Inc.  
L-U-C-E Mfg. Co.  
Madison Industries Inc.  
Malina & Associates  
Marshall Rubber Co.  
Marxman Co.  
Medalie Mfg. Co.  
The Moneco Co.  
Multiple Products Corp.  
Norma Originals, Inc.  
Nor'east Nautical, Inc.  
Nosco Plastics  
Oak Rubber Co.  
Perand Products, Inc.  
Plastic Innovations Inc.  
Premium Specialties  
Premiumwares, Inc.  
Royal Tops Mfg. Co.  
S. Schneiderman & Co.  
Smith Sales Co.  
Soc. of the Plastic Industry  
Stephens Publishing Co.  
The Strathmore Co.  
Talking Devices Co.  
Talking Tape Co.  
Sidney A. Tarrson Co.  
Thatcher Glass Mfg. Co.  
Roy F. Trauner & Associates  
United Gift Coupon Co.  
Victory Mfg. Co.  
**Waterbury Companies, Inc.**  
Weatherman, Inc.  
V. H. Worman Associates

#### TRAYS, ASH

Advertisers Publishing Co.  
Advertising Souvenir & Calendar Co.  
Advertising Div. Cathedral Envelope Co., Inc.  
Beacon Plastics Corp.  
The Beistle Co.  
The Canterbury Silversmiths Inc.  
Charms & Cain  
Chicago Metallic Mfg. Co.  
Dart Craftsman Corp.  
The Delsam Co.  
Eagle Roll Leaf Stamping Co.  
Gay Fad Studios  
Hazel-Atlas Glass Co.  
Emil B. Kraus & Sons  
L. E. Mason Co.  
The Metal Arts Co., Inc.  
Bert M. Morris Co.  
Multi Products, Inc.  
Onyx Art Creators  
H. L. Phillips Advertising Specialties  
Process Co. of America  
The H. W. Singleton Co.  
Thatcher Glass Mfg. Co.  
Trousdale Mfg. Co.  
William Ware Co.  
**Waterbury Companies, Inc.**  
S. T. Williams Co.

#### TRAYS, SERVING

The Canterbury Silversmiths Inc.  
Columbus Plastic Products, Inc.  
The Gailstyn Co., Inc.  
Grand Rapids Dowel Works  
Mason Can Co.  
Norben, Inc.  
Northern Specialty Co.  
Plastic Metal Mfg. Co.  
The W. S. George Pottery Co.  
Superior Plastics, Inc.  
U. S. Stamping Co.  
VanNorman Molding Co.

**HERE IS**

**Evans**  
**WHITE-TAPE**

IN 6 FT. + 8 FT. OR 10 FT. LENGTHS

**The Gift For The Entire Household!**

Snow-white blade with bold, legible, jet-black numerals and graduations. Graduated in 32nds for first 6 inches.

Sturdy die-cast case heavily chrome-plated, calibrated for quick reading inside and outside measurements.

Blade  $\frac{1}{2}$ " wide made of finest high carbon steel—tempered—Bonderized—enamelled—baked.

Blade replaceable in seconds—with out tools—without even opening case. And Evans replacement blades cost far less.

**Evans & CO. ELIZABETH, N. J.**

©7847

Makers of Evans Folding Rule and The Folding Yardstick

Exclusive Evans automatic brake gives smoother push-pull action with absolutely no "creeping" of tape into case.

Underside is white too. Mark with ordinary pencil, remove mark with flick of thumb.

Every "Evans White-Tape" is unconditionally guaranteed.

**6-ft. 98¢ list**

*Write for Wholesale Discounts*

#### TUMBLERS

Amsteen-Palmquist Associates, Inc.  
Beacon Plastics Corp.  
Blisscraft of Hollywood  
Columbus Plastic Products, Inc.  
Harold Everts Co.  
Flamebeat Plastics Corp.  
Gay Fad Studios  
Hazel-Atlas Glass Co.  
Kilgore, Inc.  
Michael's Advertising Service  
Norben, Inc.  
Plastic Metal Mfg. Co.  
Plastic Products Co. of Atlanta, Ga.  
Riedel-Schaff, Inc.  
Tupper Corp.  
United Plastic Corp.  
U. S. Stamping Co.  
S. T. Williams Co.  
Denver M. Wright, Jr. Co.

#### UTENSILS, COOKING

Alco Sales Co.  
The Aluminum Cooking Utensil Co.  
The Aluminum Goods Mfg. Co.  
Amsteen-Palmquist Associates, Inc.  
The Bellaire Enamel Co.  
E. G. Bentley Co.  
Carlisle Mfg. Co.  
Club Aluminum Products Co.  
Cory Corp.  
Dille & Co.  
Ekco Products Co.  
The Eveready Co.  
Federal Enameling & Stamping Co.  
The Fletcher Enamel Co.  
Bud Florsheim Associates  
Mardigan Corp.  
Mason Can Co.  
Moore Enameling & Mfg. Co.  
Sig Morvay  
The Moses Bros.  
Nesco, Inc.  
Milton S. Paris  
Parker-Gaines Div. Tex Machine Co.  
J. W. Speaker Corp.  
Thatcher Glass Mfg. Co.  
T. William Tunney  
United Gift Coupon Co.  
U. S. Stamping Co.  
West Bend Aluminum Co.  
Western Stoneware Co.

#### VASES, PITCHERS

Blisscraft of Hollywood  
Plastic Products Co. of Atlanta, Ga.  
The W. S. George Pottery Co.  
Purinton Pottery Co.  
Western Stoneware Co.

#### WALL DECORATIONS

The Art Neth Co.  
Bar-Kay, Inc.  
The Beistle Co.  
Carlisle Mfg. Co.  
Hillside Studios  
Kaywood Studio  
Leathertone, Inc.  
Multi Products, Inc.  
National Plastic Products Co.  
Nor'east Nautical, Inc.  
Nesco Plastics  
Parallel Mfg. Corp.  
Plastic Metal Mfg. Co.  
Riedel-Schaff, Inc.  
Superior Plastics, Inc.

JUNE, 1952



## SET for success!

### CAMPBELL'S PLASTIC KITCHEN PREMIUM SET

High in appeal • Low in cost



Give-away package of  
3 items—15c per set  
3 items in mailing  
carton—17c per set  
(in large quantities)

They appeal from every standpoint; color, usefulness and low cost. Campbell's set of 3 all-plastic kitchen items is a cinch to bring successful promotion results!

MEASURING SPOONS have capacities legibly embossed on handles. KITCHEN SCOOP is big  $1\frac{1}{2}$  cup size. SCRAPER is made in one piece of pliable plastic material—6" long. All of the items—spoons, scoop and scraper—come in a fine variety of attractive colors.

Campbell will package these sets for give-away or mailing! Get set for a profitable promotion. Write for samples without obligation on your company letterhead.

**W. E. Campbell Company**  
Telephone: MElrose 2629  
32 N. Western Ave., Dayton 7, Ohio

Nationally ~ Universally ~  
Advertised Famous

## WEAR-EVER

"the coffee pots that  
went to college",  
are proud to be members  
of the

NAT'L RETAIL  
TEA & COFFEE  
MERCHANTS ASS'N.



**The Aluminum Cooking Utensil Co., New Kensington, Pa.**

# Coffee & Tea Industries'

# Premium Suppliers Index

Names and addresses of companies in the 1952 Buying Guide

*This premium Suppliers' Index lists alphabetically names and addresses of companies in the Buying Guide. Like the Buying Guide, the Suppliers' Index is based on information submitted by the companies mentioned.*

*Names and addresses of premium advertisers in this issue are printed in capital letters. Reference to a company's ad-*

*vertisement will usually reveal considerable information about its premiums.*

*For answers to coffee and tea premium questions not available in the Buying Guide or the Suppliers' Index, write to the Premium Service Department, Coffee and Tea Industries, 106 Water Street, New York 5, N.Y.*

Ace Calendar & Specialty Co., Box 362, Far Rockaway, N.Y.  
 Adams Mfg. Co., 133 S. 18th St., Philadelphia 3, Pa.  
 The Admaster Creations Co., 328 13th St., Toledo, Ohio  
 Admor Co., 905 S. Western Ave., Chicago 12  
 Adprint Corp., 836 Montgomery St., San Francisco  
 Advertisers Mfg. Co., 121-131 E. Jackson St., Ripon, Wis.  
 Advertisers Publishing Co., 944 Wall St., Ann Arbor, Mich.  
 Advertising Specialties Mfg. Co., 218 E. 89th St., Brooklyn 36, N.Y.  
 Advertising Promotion Products, 20 W. 22nd St., New York 10  
 Advertising Souvenir & Calendar Co., 37 E. 28th St., New York 16  
 Advertising Div.-Cathedral Envelope Co., Inc., 318 Franklin St., Buffalo 2, N.Y.  
 Ahmco Products, Inc., 12 Norfolk St., Cambridge, Mass.  
 Aladdin Fountain Pen Mfg. Inc., 844 6th Ave., New York 1  
 Alco Sales Co., 25 W. Hubbard St., Chicago 11  
 Aliden Associates, 1727 W. 7th St., Los Angeles 17  
 Allied Industries Inc., 141 Rodgers Rd., Des Moines 15, Iowa  
 Allied Mfg. Inc., 87 Washburn St., Bridgeport, Conn.  
 All Plastics Corp., Field & Main Sts., Avon by the Sea, N.J.  
 Alpha Pencil Co., 74 Fulton St., New York 7  
 Alpine Products Co., 611 Broadway, New York 12  
 Alfred Alterman, 200 5th Ave., New York 10  
 THE ALUMINUM COOKING UTENSIL CO., 5th Ave. & 11th St., NEW KENSINGTON, PA.  
 Aluminum Goods Mfg. Co., Manitowoc, Wis.  
 American Colortype Co., 1151 Roscoe St., Chicago  
 American Neckwear Mfg. Co., 320 S. Franklin St., Chicago 6  
 American Safety Razor Corp., 315 Jay St., Brooklyn 1, N.Y.  
 American Thermo Appliance Co., Grafton, Wis.  
 Amerline, Inc., 1644 N. Honore St., Chicago  
 Amity Leather Products Co., West Bend, Wis.  
 Amsteen-Palmquist Assoc., Inc., 666 Lake Shore Dr., Chicago 11  
 Amsterdam Printing & Litho. Co., Liberty & Forbes Sts., Amsterdam, N.Y.  
 Anchor Hocking Glass Corp., Lancaster, Ohio  
 Aristocrat Clock Co., 245 Fifth Ave., New York 16  
 Aristocrat Clock Co., 225 W. 39th St., New York 18  
 R. L. ARNOLD PEN CO., INC., P.O. BOX 793, PETERSBURG, VA.  
 Argan Industries, Inc., 1947 Broadway, New York 23  
 Art Calendar Co., 1940 N. Front St., Philadelphia 22, Pa.  
 Artcraft Calendar Co., 121 S. 5th St., Philadelphia 6, Pa.  
 Artistic Tip Printing Co., 141 W. 24th St., New York  
 Artistic Wire Products Co., Inc., 230 5th Ave., New York  
 Arturo Co., 1319 N. 3rd St., Milwaukee 12, Wis.  
 The Art Mfg. Co., 1494 Merchandise Mart, Chicago 54  
 Arvin Industries, Inc., 13th St. & Big Four Railroad, Columbus, Ind.  
 Ashland Rubber Products Corp., 716 Clark Ave., Ashland, Ohio  
 Associated Activities, 123 N. 2nd St., Minneapolis, Associated Activities, 123 N. 2nd St., Minneapolis.

Atlas Advertisers, Inc., 510 Volker Bldg., 1000 Lenora St., Seattle 22  
 W. Atlee Burpee Co., Hunting Park Ave. at 18th St., Philadelphia 32, Pa.  
 Aurora Industries, Inc., 2251 S. Michigan Ave., Chicago 16  
 Autopoint Co., 1801 Foster Ave., Chicago 40  
 Bagley & St. Clair, 663 W. Washington Blvd., Chicago 6  
 C. D. Baird & Co., 2100 W. Pierce St., Milwaukee 46, Wis.  
 Ballonoff Metal Products Co., 2536 Euclid Ave., Cleveland 15, Ohio  
 Bantam Books, 25 W. 45th St., New York 36  
 Bantam-Lite Inc., 7 W. 22nd St., New York 10  
 Bar-Kay, Inc., Box 447, Evanston, Ill.  
 The W. E. Bassett Co., Roosevelt Dr., Derby, Conn.  
 Bausch & Lomb Optical Co., 635 St. Paul St., Rochester, N.Y.  
 Beacon Plastics Corp., 82 Needham St., Newton Highlands 61, Mass.  
 The Beistle Co., 14-18 E. Orange St., Shippensburg 16, Pa.  
 The Bellaire Enamel Co., 18th St., Bellaire, Ohio  
 W. Bell & Co., 904 G. St., N.W., Washington, D.C.  
 The Bellmore Leather Goods Co., 144 Columbus Ave., New York 23  
 Belman & Thompson, Inc., 1516 S. Washaw Ave., Chicago  
 Benning Bros. Products Co., 128 E. Lexington, Independence, Mo.  
 Berg Watch Co., 200 Hudson St., New York  
 E. G. Bentley Co., 228 N. LaSalle St., Chicago 1  
 Berg Sales Co., 119 S. Wells St., Chicago  
 Berkeley Mfg. Co., 2720 Archer Ave., Chicago 8  
 Blisscraft of Hollywood, 5674 Santa Monica Blvd., Hollywood 38, Calif.  
 BLOCARIS CO., 755 BOYLSTON ST., BOSTON 16, MASS.  
 Blossom Mfg. Co., Inc., 915 Broadway, New York  
 Blue Cross Laboratories, 6180 Sepulveda Blvd., Van Nuys, Calif.  
 Bond Handicraft Co., 127 Bleeker St., New York 12  
 Berg Bilt, Inc., 700 Burnside Ave., Inwood, N.Y.  
 Bonnyvale Co., 260 5th Ave., New York 1  
 The Borg-Eriksen Corp., 469 E. Ohio St., Chicago 11  
 Botswick Laboratories, Inc., 706 Botswick Ave., Bridgeport 5, Conn.  
 The Brabant Needle Co., Inc., 47 Great Jones St., New York 12  
 The Breslary Co., 2107 Kishwaukee St., Rockford, Ill.  
 Brecher Bros., 38 W. 32nd St., New York 1  
 W. S. Bremer Co., P.O. Box 337, New Washington, Ohio  
 Chas. D. Bridgell, Inc., Crisfield, Md.  
 Brownie Mfg. Co., 55 Frankfort St., New York 38  
 Bruce, Richards Corp., 860 Broadway, New York  
 The Buckeye Aluminum Co., 770 Spruce St., Worcester, Ohio  
 Bernard M. Bunnin, 305 W. Adams St., Chicago 6  
 Burgess Battery Co., Freeport, Ill.  
 Robert J. Burnham, Inc., 809 Broadway, New York 3  
 W. C. Burroughs, Inc., 45-17 Davis St., Long Island City 1, N.Y.  
 Burroughs Mfg. Corp., 3831 Verdugo Rd., Los Angeles 65  
 A. G. Busch & Co., Inc., 2632 N. Central Ave., Chicago 39

B-W Manufacturers Inc., 721 N. Webster, Kokomo, Ind.  
 Cadie Chemical Products, Inc., 549 W. 132nd St., New York 27  
 W. E. CAMPBELL CO., 32 N. WESTERN AVE., DAYTON 7, OHIO  
 Camillus Cutlery Co., Camillus, N.Y.  
 Cannon Mills, Inc., 70 Worth St., New York 13  
 The Canterbury Silversmiths Inc., 617-627 St., Brooklyn 20, N.Y.  
 Carrcross Co., 175 W. Water St., Taunton, Mass.  
 Carilite Mfg. Co., 309-135 Weeke Ave., Newark 5, N.J.  
 Carvanite Products, 4641 Pacific Blvd., Los Angeles 58  
 Casco Products Corp., 512 Hancock Ave., Bridgeport 2, Conn.  
 Castlewood Mfg. Co., Inc., 12th & Burnett Sts., Louisville 10, Ky.  
 Cattaraugus Cutlery Co., Little Valley, N.Y.  
 John L. Chaney Instrument Co., 825 Main St., Lake Geneva, Wis.  
 Charms & Cain, 407 S. Dearborn St., Chicago 5  
 Chatham Mfg. Co., 915 Broadway, New York 10  
 CHATHAM MFG. CO., CHATHAM, N.Y.  
 Chicago Electric Mfg. Co. (White Cross Div.), 6333 W. 65th St., Chicago 38  
 Circle Metal Mfg. Co., 4300 E. Pacific Way, Los Angeles 23  
 Chicago Metallic Mfg. Co., 3711 S. Ashland Ave., Chicago  
 Clavaro Corp., 250 N. Water St., Milwaukee, Wis.  
 Clark Aluminum Products, 1250 Fullerton Ave., Chicago 14  
 U.O. Colson Co., 901 N. Main St., Paris, Ill.  
 Columbia Products Corp., 249 McKibben St., Brooklyn, N.Y.  
 Columbia Walecraft Ltd., 22 W. 32nd St., New York  
 Columbian Art Works Inc., 2300 W. Cornell St., Milwaukee 9, Wis.  
 Columbus Plastic Products Inc., 1625 W. Mound St., Columbus 4, Ohio  
 Comer Electric & Paper Co., Inc., 5 E. 17th St., New York 3  
 Comics Premium Co., 412 Greenwich St., New York 13  
 Compton Stamp & Mfg. Co., 311 E. Pine Ave., Compton 2, Calif.  
 Conrad Razee Blade Co., Inc., 47-09 36th St., Long Island City, N.Y.  
 Container Corp. of America, 38 S. Dearborn St., Chicago  
 Continental Mfg. Co., 706 6th Ave., New York  
 Continental Seal Corp., 1150 Broadway, New York 1  
 Core, Inc., 47 W. 34th St., New York  
 Cory Corp., 221 W. LaSalle St., Chicago  
 Cronin China Co., Miamers, Ohio  
 Curley Co., Inc., 1432 N. Rannolph St., Philadelphia 22, Pa.  
 Cussons, May & Co., Inc., 715 Bowe St., Richmond, Va.  
 Daniel Engineering Co., 4669 N. Manor Ave., Chicago 25  
 Dart Craftsman Corp., 240 Madison Ave., New York 16  
 Dart Mfg. Co., 318 Park St., Mason, Mich.  
 Dazey Corp., Carter & Warne Aves., St. Louis 7, Mo.  
 DeCo. Associates, 1310 E. 54th St., Chicago  
 The Delsam Co., P.O. Box 1827, Wilmington 99, Del.

Delta Electric Co., Marion, Ind.

Delta Products Co., 496 Adelphi St., Brooklyn 17, N. Y.

DeTty's Fish Gripper, 132 Atkins Ave., Lancaster, Pa.

Dille & Co., 109 W. Hubbard St., Chicago, Ill.

Dispensers, Inc., 947 E. 2nd St., Los Angeles 1

P. & M. Doll, Inc., 1107 Broadway, New York 10

Dorby Co., 1106-A Merchandise Mart, Chicago

Chas. W. Dorman Co., 107 Camp St., New Orleans 12

Dow Corning Corp., Midland, Mich.

Howard W. Dunk, 45 West 45th St., New York 36

Dunn Brothers, 139 Baker St., Providence 5, R. I.

The Durulac Co., 770 Spruce St., Wooster, Ohio.

Dur-O-Lite Pencil Co., Melrose Park, Ill.

Eagle Roll Leaf Stamping Co., 446 12th St., Brooklyn 15, N. Y.

Eagle Rubber Co., Inc., 710 Orange St., Ashland, Ohio

Eari Products Co., 701 N. Sammamish St., Chicago 22

Eastern Aircraft Co., Manhasset, N. Y.

Eastern Jewelry Mfg. Co., 47 W. 34th St., New York

Eastern Sales and Advertising Co., 201 E. Sheldon St., Philadelphia, Pa.

Economy Novelty & Printing Co., 225 West 39th St., New York

Economy Products Corp., 512 S. Peoria St., Chicago 5

Eko Products Co., 1949 N. Cicero Ave., Chicago

Elmer Products Co., 15 W. 24th St., New York 10

Emesee Industries, 200 5th Ave., New York 10

Enger-Kress Co., 151 Wisconsin St., West Bend, Wis.

Englehardt Cutlery Ltd., 92 Cliff St., New York

Erell Mfg. Co., 805 Milwaukee Ave., Chicago 22

Ester Leather Co., 145 St. Paul St., Rochester 4, N. Y.

Eureka Specialty Printing Co., 530 Electric St., Scranton, Pa.

EVANS & CO., 410 TRUMBULL ST., ELIZABETH, N. J.

The Eveready Co., Frederick, Md.

Ever-Lite Co., 37 Walker St., New York 13

Herald-Ever Co., 200 5th Ave., New York

Eyer-Co., 521 5th Ave., New York

Fabrico Mfg. Corp., 1714 W. Division St., Chicago

F & M Sales Co., 4570 Firestone Blvd., South Gate, Calif.

F.B.A. Industries Corp., 200 Fifth Ave., New York

FARIBAULT WOOLEN MILL CO., FARIBAULT, MINN.

Featurette Advertising Co., 20 2nd St., San Francisco 5

Federal Enameling & Stamping Co., P.O. Box 626, Pittsburgh 30, Pa.

The Federal Glass Co., 515 E. Innis Ave., Columbus 7, Ohio

Federal Premium Service, Inc., 3600 Pratt Blvd., Chicago 45

Fee & Stremweld, Inc., 2210 Wabash Ave., Chicago

Ferber Pen Corp., 5 W. Sheffield Ave., Englewood, N. J.

Finders Mfg. Co., 3669 S. Michigan Ave., Chicago

Fisher Pen Co., 757 Waveland Ave., Chicago 13

Fisher-Price Toys, Inc., East Aurora, N. Y.

Flameau Plastics Corp., 501-3 7th St., Baraboo, Wis.

The Fletcher Enamel Co., Dunbar, W. Va.

The Fl-Ball Back Sales Corp., High Point, N. C.

Flo-Ball Pen Corp., 16 E. 40th St., New York 16

The Flom Co., 1261 Broadway, New York

Bud Florsheim Associates, 22 W. Monroe St., Chicago

Foley Mfg. Co., 330 N. E. 5th St., Minneapolis 18, Minn.

Fontana Bros., 48 East 21st St., New York 10

Forest Yarn Co., 45 Scottsdale Rd., Lansdowne, Pa.

Fortune Lamp Co., 32 Mauri St., Brooklyn 6, N. Y.

Francis & Lusk Co., Inc., 1218 McGaw St., Nashua, N. H. 3, Tenn.

Frank & Son, Inc., 470 4th Ave., New York 16

French Advertising Specialty Co., 19714 Van Dyke, Detroit 34, Mich.

Adrian Flylink Associates, P. O. Box 66, Babylon, N. Y.

Fulton Mfg. Corp., 408 Madison Ave., Toledo 4, Ohio

The Galstein Co., Inc., 1150 Broadway, New York 1

Galter Products Co., 711 W. Lake St., Chicago

Gay Fad Studios, 220 Pierce Ave., Lancaster, Ohio

Geiger Bros., 16-34 Nesbitt St., Newark, N. J.

German's Inc., 747 Terminal St., Los Angeles 21

Glaser Co., 307-09 6th St., Braddock, Pa.

Grand Rapids Dowel Works, Grand Rapids, Mich.

Grange, Inc., 830 Monroe St., Hoboken, N. J.

Simon Greenblatt & Son, Inc., 14 E. 17th St., New York 3

Gregory Fount-O-Ink Co., 3501 Eagle Rock Blvd., Los Angeles 65

Dennis D. Green Co., 595 Merchandise Mart, Chicago

Griffin Cutlery Corp., 151 W. 19th St., New York

The Griffin Mfg. Co., 191 Lyndhurst St., Rochester 5, N. Y.

Gruess Stamp Co., Inc., 581 6th Ave., New York 11

Gruen Watch Co., Time Hill, Cincinnati, Ohio

Manny Guterman & Associate, 100 N. LaSalle St., Chicago 2

Hagerstown Leather Goods Co., Box 470, Hagerstown, Md.

Alfred Hahn Co., 200 5th Ave., New York 10

Hamilton Glass Co., 2750 W. Grand Ave., Chicago 12

H. E. HARRIS & CO., 108 MASSACHUSETTS AVE., BOSTON 17, MASS.

Murray Harris, 304 Rittenhouse, Claridge, Philadelphia 3, Pa.

Harwell Mfg. Corp., 1201 Lincolnway East, LaPorte, Ind.

Hausman Mfg. & Sales Co., 3854 W. Grand Ave., Chicago 51.

Walter E. Hayward Co., Inc., 20 Capron St., Attriboro, Mass.

Hazel-Atlas Glass Co., Wheeling, W. Va.

Leonard Haim, 220 5th Ave., New York 1

Helbros Watch Co., Inc., 6 W. 48th St., New York

Hendrix-Leland Co., 215½ E. 6th St., Tulsa 3, Okla.

Hewig Co., 45 W. 45th St., New York 36

Hickok Mfg. Co., Inc., 425 4th Ave., New York 16

Hillside Studios, 2220 W. Walnut St., Milwaukee 5, Wis.

Holiday Products Co., 211 S. Ludlow St., Dayton 1, Ohio

Hol-Te Toy Co., 148 Post Ave., New York 34

Hooper-Up Sales Co., 607 N. 8th St., Sheboygan, Wis.

L. J. Norton Advertising Specialty Co., Inc., 407 N. Grand Ave., Lansing, Mich.

John D. Houck Mfg. Co., 736 N. Albany Ave., Chicago 12, Ill.

C. Howard Hunt Pen Co., 718 & State Sts., Camden 1, N. J.

Hyland Electrical Supply Co., 700 W. Jackson Blvd., Chicago 6

Ideal Toy Corp., 200 5th Ave., New York 10

Imperial Knife Co., Inc., 14 Blount St., Providence 3, R. I.

Indoor Gardener's Guild, 305 S. 13th St., Omaha, Neb.

Industrial Studio Inc., 67 35th St., Brooklyn 32, N. Y.

The International Silver Co., 169 Colony St., Meriden, Conn.

Jarco Distributing Corp., 336 W. 37th St., New York 18

Joel Mfg. Co., 2516 Atlantic Ave., Brooklyn, N. Y.

Kaywood Cutlery Co., Esmond, R. I.

Keywood Studio, 3550 Fullerton Ave., Chicago 47

Kas-O Products Corp., 111 W. 19th St., New York 11

K-D Mfg. Co., 526 North Plum St., Lancaster, Pa.

F. D. Kao Mfg. Co., Boston, Mass.

R. R. Kellogg Advertising Services, Inc., 1710 W. Washington Blvd., Los Angeles 7

Kellogg Brush Mfg. Co., 187 Elm St., Westfield, Mass.

Keneth John Co., 3319 N. 35th St., Milwaukee, Wis.

Kenworth Mfg. Co., 3435 N. Halton St., Milwaukee 12, Wis.

Kerchiefs, Inc., 45 Leonard St., New York

Keystone Co., 1480 Milwaukee Ave., Chicago 22

Kilgore, Inc., Westerville, Ohio

Kingston Watch Co., 48 W. 48th St., New York 19, N. Y.

The Kirshoff Patent Co., Inc., 60-64 Union St., Newark 5, N. J.

Henry L. Klingler, 894 Bushwick Ave., Brooklyn 21, N. Y.

The Edwin M. Knowles China Co., Newell, W. Va.

Leo S. Koch, 1150 Broadway, New York

Ben J. Koral, 205 W. Wacker Dr., Chicago

The Koral Co., 523 W. Nine Mile Rd., Fendall 20, Mich.

Emil B. Kraus & Sons, 810 Poplar St., Erie, Pa.

Landa Leather Products Co., 113 S. Jefferson St., Chicago 6

The Homer Laughlin China Co., Newell, W. Va.

Leatherette, Inc., 260 Tremont St., Boston, Mass.

Libby Glass (Div. Owens-Illinois Glass Co.), P.O. Box 1035, Toledo 1, Ohio

Lido Toy Co., 321 Rider Ave., New York 51

Lincoln Rubber Co., 1399 Atlantic Ave., Brooklyn 16, N. Y.

Lindy Corp. Co., Inc., 3130 Beverly Blvd., Los Angeles 4

Ben S. Loeb Inc., 250 5th Ave., New York

Loma Plastics, Inc., 3000 W. Pafford St., Ft. Worth, Texas

The Lorben Corp., 21 Cleveland St., Valley Stream, N. Y.

Lordell Corp., 37 N. Wacker Dr., Chicago 6

L-U-C-E Mfg. Co., 6000 St. John, Kansas City, Mo.

The Lux Clock Mfg. Co., 95 Johnson St., Waterbury, Conn.

Madison Industries Inc., 240 Huron St., Toledo 4, Ohio

The Majestic Silver Co., 241 Wolcott St., New Haven 9, Conn.

Maline & Associates, 1140 Broadway, New York 1

The Maple City Rubber Co., 55 Newton St., Norwalk, Conn.

Marble Arms & Mfg. Co., Gladstone, Mich.

Mardigan Corp., 14300 Tireman Ave., Detroit 28, Mich.

Marhar Trading Co., 1240 S. Michigan Ave., Chicago 5

Marshall Rubber Co., 4622 E. Grand Ave., Dallas 10, Texas

The Martin Co., 14-104 Merchandise Mart, Chicago 54

Martin & Wilson, 200 5th Ave., New York 10

Marvelle Pearls, Inc., 136 W. 52nd St., New York

Markman Co., 27 W. 24th St., New York

L. E. Mason Co., 98 Business St., Boston 36, Mass.

Mason Co. Inc., Dexter Rd., East Providence 14, R. I.

Mastro Plastics Corp., 3040 Webster Ave., New York 67

A.P. McAuley Co., 40 Worth St., New York

McCullom Advertising, Inc., 4401 Fair Ave., St. Louis 15, Mo.

McGill Metal Products Co., Marengo, Ill.

McKinney Engraving Co., 185 Grant Ave., Islip, N. Y.

Medala Mfg. Co., 213 1st Ave., Minneapolis, Minn.

Mell-Noffmann Mfg. Co., 1827 W. Webster, Chicago 4

Melrose Lamp & Shade Co., Inc., 1915 Park Ave., New York 35

Melton Publishing Co., 4554 Broadway, Chicago 40

Messinger Corp., Auburn, Ind.

The Metal Arts Co., Inc., 742 Portland Ave., Rochester 21, N. Y.

Metal Industries, Inc., 1420 E. 20th St., Indianapolis 10, Ind.

W. F. Meyer & Sons Inc., 3494 Merchandise Mart, Chicago 54

The Meyerord Co., 5323 West Lake St., Chicago 44

H. C. Meyers Co., 1150 Broadway, New York

Martin Meyers Co., 2817 N. Broad St., Philadelphia 32, Pa.

Michael's Advertising Specialties, 308 N. Chapoval St., Corpus Christi, Texas

Mill Distributors, 1266 West 6th St., Cleveland 13, Ohio

Miner's Map Decalcomania Co., 493 C St., Boston 10, Mass.

A. Mitchell, 111 W. Jackson Blvd., Chicago 4

Dennis Mitchell Industries, 4424 Paul St., Philadelphia 24, Pa.

The R. L. Mitchell Rubber Co., 2134 San Fernando Rd., Los Angeles 65

Dennis Mitchell Industries, 4424 Paul St., Philadelphia 24, Pa.

THE MONICAN RUBBER CO., ASHLAND, OHIO

The Monroe Co., 1661 Dixwell Ave., Hamden, Conn.

Monroe Mfg. Co., 69 Murray St., New York 7

Monument Mfg. Co., Hill St., Assonet, Mass.

Moore Enameling & Mfg. Co., West Lafayette, Ohio

Mooreville Mills, 350 5th Ave., New York

Moretz Inc., 30 W. 26th St., New York 10

Bert M. Morris Co., 8651 W. 3rd St., Los Angeles 48, Calif.

Sig Murray, 1150 Broadway, New York 1

The Mous Bros., 11-112 Merchandise Mart, Chicago 54

Multi Products, Inc., 1920 S. Western Ave., Chicago 8

Multiple Products Corp., 303 4th Ave., New York 10

Munsing Wood Products Co., Inc., 666 Lakeshore Dr., Chicago

Howard Murphy Co., 130 W. 42nd St., New York

Mutual Plastic Mold Co., 4719 Firestone Blvd., South Gate, Calif.

Myron Mfg. Corp., 110 W. 34th St., New York

National Detroit Publishers, Inc., 3000 W. Fort St., Detroit 16, Mich.

National Plastic Products Co., P. O. Box 3647, Highland Park, Mich.

Nesco Inc., 201 N. Michigan Ave., Chicago

New England Carbide Tool Co., Inc., 60 Brookline St., Cambridge 39, Mass.

The New Haven Clock & Watch Co., New Haven 4, Conn.

Arthur M. Newhouse, 17 N. Wabash Ave., Chicago 2

New York Pencil Co., 70 Fulton St., New York 7

Norma Electric Corp., 55 W. 13th St., New York 11

Norden Inc., P. O. Box 1151, Indianapolis, Ind.

Norse of Bridgeport, Inc., 303 Housatonic Ave., Bridgeport, Conn.

Norma Originals, Inc., 30 W. 10th St., New York 3

No'East Nautical, Inc., 145 Broadway, Cambridge, Mass.

The Norid Mfg. Co., Inc., 21 Atherton St., Yonkers 1, N. Y.

North American Handkerchief Corp., 855 6th Ave., New York 1

Northeastern Plastics, Inc., 588 Commonwealth Ave., Boston, Mass.

Northern Specialty Co., Republic, Mich.

Northwest Plastics, Inc., 65 Plate Ave., St. Paul 1, Minn.

Nesco Plastics, 17th & Cascade Sts., Erie, Pa.

The Oak Rubber Co., Ravenna, Ohio

T. W. O'Connell & Co., 3813 N. Ravenswood Ave., Chicago 13

Neil S. O'Donnell Ltd., 25 Bloor St., W., Toronto 5, Canada

Old Fort Specialty Corp., 229 E. Main St., Fort Wayne 2, Ind.

Onyx Art Creator, 641 Lexington Ave., Brooklyn, N. Y.

John Oster Mfg. Co., Racine, Wis.

Oval & Koster, 720 W. Washington St., Indianapolis, Ind.

Owens Brush Co., 901 Buckingham St., Toledo 7, Ohio

Ox Fiber Brush Co., Inc., Frederick, Md.

PACK TOLEDO CO., 3234 SYLVANIA AVE., TOLEDO 13, OHIO

Pab Blade Co., 43 W. 57th St., New York

Parasol Mfg. Corp. (Mirocal Div.), 15 Spruce St., New York 38

Milton S. Paris, 308 W. Washington St., Chicago 6

Parker-Gaines Div., Tex Machine Co., 38-06 31st St., Long Island City 1, N. Y.

J. Shepherd Parrish Co., 205 W. Wacker Dr., Chicago 6

Pencel Specialty Co., Inc., 810 Monroe St., Hoboken, N. J.

Penn State Industries, 260 N. 3rd St., Philadelphia 6, Pa.

The Penn-Rite Corp., 744 East 138th St., New York 54

Pearce Metal Specialty Co., 2501 S. Washington St., Peoria, Ill.

Peppermill Mfg. Co., Inc., 40 Worth St., New York 13

Perstrand Products Inc., 4832 Lincoln Ave., Chicago 25

Personal Gifts, Inc., Box 255, Waterloo, Iowa

Philip Mfg. Co., 914-920 N. 15th St., Terre Haute, Ind.

Phoenix Table Mat Co., 1718 E. 57th St., Chicago 49

H. L. Phillips Advertising Specialties, 202 Union Blvd., Cleveland 15, Ohio

Charles Pindrick, Inc., 45 W. 34th St., New York 1

The Pioneer Rubber Co., Tiffin Rd., Willard, Ohio

Plasco Mfg. Co., 339 Cotton Belt Blvd., St. Louis 2, Mo.

Plastics Innovations Inc., 102 W. 101st St., New York 25

Plastic Metal Mfg. Co., 3550 N. Spaulding Ave., Chicago

Plastic Products Co. of Atlanta, Ga., 508 Stewart Ave., S. W. Atlanta, Ga.

PLASTRON, INC., 419 4th AVE., NEW YORK

Ply Line Co., 1211 S. St., Brooklyn, N. Y.

Plymouth Rubber Co., Inc., Revere St., Canton, Mass.

Pocket Books, Inc., 630 5th Ave., New York

Polar Products Co., 43 John St., New York 38

Poliak Industries Corp., Box 355, Escanaba, Mich.

Porter Carpet Sweeper Co., Shelbyville, Ind.

Postomatic Co., 1549 Bedford Ave., Philadelphia 41, Pa.

The W. S. George Pottery Co., 40 Park Ave., New York 16

Powder-Loom Rug Co., Inc., W. Linden & 8th St., Scranton, Pa.

Premium Sales Inc., 59 Pearl St., Brooklyn 1, N. Y.

Premium Specialty, 510 N. Dearborn St., Chicago

Premiunware, Inc., 130 W. 42nd St., New York 18

Preci, Inc., 151 West 26th St., New York

Pro-E-A-Life Corp., 432 4th Ave., New York 16

Proeve Electric Mfg. Corp., Fulton St. at Clinton Ave., Brooklyn 16, N. Y.

Cy Prison Co., 1131 Coney Island Ave., Brooklyn 30, N. Y.

Primo Co. of America, P. O. Box 3, Hollywood-in-Florida

Proctor Electric Co., 3rd & Hunting Park Ave., Philadelphia 40, Pa.

Product Engineering & Development Co., 7 N. Tyler Ave., Hopkins, Minn.

Progressive Products Inc., 701 Lehigh Ave., Union, N. J.

Protex Products Co., Inc., 350 5th Ave., New York 1

Purinton Pottery Co., Box 183, Shippensburg, Pa.

Purified Down Products Corp., 350 5th Ave., New York

Quality Premium Distributors, 1309 Vine St., Philadelphia 7, Pa.

Quaker China of Salem Inc., Salem, Ohio.

Quikut, Inc., 209-13 E. State St., Fremont, Ohio

Radio Picture Frame Co., Inc., 1056 Wyckoff Ave., Brooklyn 27, N. Y.

Ray-Gor Mfg. Co., Inc., 6504 Walker St., Minneapolis, Minn.

Raynor's Advertising Service, 30 Drewes Dr., Islip, N. Y.

Ready Reference Publishing Co., 406 W. 31st St., New York 1

Red Wing Advertising Co., Inc., Red Wing, Minn.

Regens Lighter Corp., 2 E. 46th St., New York 17

Rex Electric Lamp Mfg. Co., 221 N. Water St., Milwaukee 2, Wis.

Riedel-Schell Inc., 15-113 Merchandise Mart, Chicago 54, Ill.

Riley Corp., 4350 S. Kingshighway Blvd., St. Louis 9, Mo.

Rival Mfg. Co., 2201 McGee Traffic Way, Kansas City 5, Mo.

Roart Co., 830 Monroe St., Hoboken, N. J.

The Robbins Co., Atletown, Mass.

Robeson Colery Co., Inc., 54 Main St., Perry, N. Y.

Rosemary Corp., 523 W. Monroe St., Chicago 6

Rosenberg Bros. & Co., 625 W. 55th St., New York 19

Royal Typ. Mfg. Co., 37-02 36th Ave., Long Island City, N. Y.

Sabine Mfg. Co., Box 421, McKeesport, Pa.

Sartorius Pen Co., 1180 Suburban Tracks, St. Louis 14, Mo.

Saltz Advertising Specialties, 1339 Folsom St., San Francisco

Sarn Watch, 37 W. 47th St., New York 36

Oscar Scheldrup Co., 213-15 N. Desplaines St., Chicago 6

Schneider & Shier, Inc., 510 N. Dearborn St., Chicago 10

S. Schneiderman & Co., 76 5th Ave., Brooklyn 17, N. Y.

Semco Watch Corp., 30 Irving Pl., New York

The Sessions Clock Co., Farmington, Conn.

Seymour Wallas & Co., 1200 S. 8th St., St. Louis 4, Mo.

Shaw Wood Specialties, Inc., Akron, N. Y.

Sheiley Distributors, Inc., 30 Church St., New York 7

Shields Inc., 302 5th Ave., New York

The Silex Co., 80 Pliny St., Hartford 2, Conn.

Silver-Chamberlain Co., Clayton, N. J.

Simon & Schuster, Inc., 630 5th Ave., New York 20

Simmons Slicing Knife Co., 1110 Emerson St., Evans- ton, Ill.

Sinclair Industries, Inc., 1317 Kentucky, St. Louis 10, Mo.

H. W. Singleton Co., P. O. Box 1740, Salt Lake City, Utah

T. Harry Skinner Co., 200 5th Ave., New York 10

Martin Small Co., 1933 N. Halsted St., Chicago 8

Smith Sales Co., 246 Pine St., Fort Collins, Colorado

The Soc. of the Plastics Industry, Inc., 67 W. 44th St., New York 18

Sparky Specialties, Inc., 485 Milwaukee Ave., Chicago 10

Spartan Co., 1452 Merchandise Mart, Chicago 54

J. W. Speaker Co., 3059 N. Neil St., Milwaukee, Wis.

The Alden Span's Son Co., 136 6th St., Cambridge 42, Mass.

Speed Way Mfg. Co., 1834 S. 52nd Ave., Cicero 50, Ill.

Spir-it, Inc., 115 Center St., Malden 48, Mass.

Spirholz, 11 E. 66th St., New York 21

Standard Advertising & Printing Co., Inc., Fort Scott, Kansas

The Springfield Co., Ware, Mass.

The Standard Diary Co., 26 Blackstone St., Cambridge, Mass.

Standard Pyrolyx Corp., 85 Pleasant St., Leominster, Mass.

Standard Thermometer, Inc., 952 Dorchester Ave., Boston 25, Mass.

States Trading Corp., 330 S. Wells St., Chicago 6, Ill.

Anthony M. Stella, 6 Stuyvesant Oval, New York 9

Stephens Publishing Co., Box 829, Sandusky, Ohio

Steri-Art Novelty Co., Inc., 429 S. 5th St., Brooklyn 11, N. Y.

Sterling Plastics Co., 1140 Commerce Ave., Union, N. J.

Stern-Brown, Inc., 42-24 Orchard St., Long Island City 1, N. Y.

Stratford Pen Corp., 44 W. 28th St., New York 1

The Strathmore Co., Aurora, Ill.

Styletone, Inc., 1411 S. Michigan Ave., Chicago 5

Superior Plastics, Inc., 410-430 N. Oakley Blvd., Chicago 12

Talking Devices Co., 4447 Irving Park Rd., Chicago 41

The Talking Tape Co., 1651-A Market St., San Francisco 3

Tang & Diner, Inc., 425 So. Wabash Ave., Chicago 5

Samuel Tautman & Co., 1 West 34th St., New York

Taylor Linen Co., Inc., 39 White St., New York 13

Tele-Vision Clock Corp. of America, 7249 Frankstown Ave., Pittsburgh 8, Pa.

Textile, Inc., 573 Broadway, New York 12

Textile Mills Co., 2762 Claybourne Ave., Chicago 14

Thatcher Glass Mfg. Co., Elmira, N. Y.

E. F. Timme & Son, 1 Park Ave., New York

Toledo Guild Products, Inc., 515 Madison Ave., Toledo 4, Ohio

Roy F. Traeger & Associates, 3612 Southport Ave., Chicago 13

Troudale Mfg. Co., 266 Madison, Memphis, Tenn.

The Tycraft Rubber Co., 214 E. 7th St., Ashland, Okla.

TRAVELERS PREMIUM CO., 80 WASHINGTON ST., NEW YORK 6

T. William Tunney, 111-115 Merchandise Mart, Chicago

Tupper Corp., Farmington, Mass.

Uncas Mfg. Co., 623 Atwells Ave., Providence 1, R. I.

Union Hardware Co., 535 Migeon Ave., Torrington, Conn.

Union Pencil Co., Inc., 385 Broadway, New York 13

United Gift Coupon Co., 1209 Arch St., Philadelphia, Pa.

U. S. Mfg. Corp., Decatur 70, Ill.

U. S. Stamping Co., Moundsville, W. Va.

The U. S. Victor Fountain Pen Co., Inc., 225 Lafayette St., New York 12

UNITED TRADING STAMP CO., 1209 ARCH ST., PHILADELPHIA, PA.

Universal Specialty Co., 535 5th Ave., New York

Unisuper-AP Corp., 1801 Spielbush Ave., Toledo 1, Ohio

Utility Apron Co., 53 W. Jackson Blvd., Chicago 4

Utica Cutlery Co., 820 Noyes St., Utica 4, N. Y.

Van Norman Molding Co., 4631 Cottage Grove Ave., Chicago 15

Van Schaack Premium Corp., 310 W. Washington Blvd., Chicago 6

The Verplex Co., Essex, Conn.

Victor Silk Press Co., 805 Lucas Ave., St. Louis, Mo.

Victory Mfg. Co., 1722 W. Arcade Pl., Chicago 12

Harry K. Voep, Inc., 134 4th Ave., Pittsburgh 22, Pa.

Volupet, Inc., 347 5th Ave., New York

John Washner Mfg. Co., Inc., 300-306 Irving Ave., Brooklyn, N. Y.

Irving Ware Co., 43-30 38th St., Long Island City, N. Y.

G. R. Warren & Associates, 838 W. State St., Milwaukee, Wis.

Warren Leather Goods Co.; 86 Austin St., Worcester 9, Mass.

The Washburn Co., 28 Union St., Worcester, Mass.

Washington Forge, Inc., 230 5th Ave., New York 1

WATERBURY COMPANIES, INC., WATERBURY, CONN.

L. E. Waterman Co., 344 Hudson St., New York 13

The Watt Pottery Co., Crooksville, Ohio

Weatherman, Inc., 430 N. Michigan Ave., Chicago

Waver Press-Kloth Co., 4426 Florence Blvd., Omaha, Neb.

Weinman Brothers, Inc., 3260 W. Grand Ave., Chicago 51

THE I. IRVING WEISSLER CO., 150 MONTAGUE ST., BROOKLYN 2, N. Y.

The Weiss & Kau Co., 462 Broadway, New York 13

Weiss Publishing Co., 252 F. Lee Rd., Leonia, N. J.

West Bend Aluminum Co., West Bend, Wis.

Western Lithograph Co., 600 E. 2nd St., Los Angeles 54

Western Novelty Co., 1726 N. 1st St., Milwaukee 12, Wis.

Western Stoneware Co., Monticello, Ill.

Westfield Mfg. Co., Westfield, Mass.

Westinghouse Electric Corp., 246 E. 4th St., Mansfield, Ohio

S. T. Williams Co., 220 5th Ave., New York 1

The Will-Stan Products Co., P. O. Box 1267, Akron, Ohio

Windsor Chemical Laboratories, 161 Leverington Ave., Philadelphia 27, Pa.

Wolco, Inc., 519 Hospital Trust Bldg., Providence 3, R. I.

Norman Wolff Associates, 320 5th Ave., New York 1

The World Publishing Co., 2231 W. 110th St., Cleveland 2, Ohio

V. H. Worman Associates, 2636 N. Lakeview Ave., Chicago 14

Denver M. Wright, Jr. Co., 2221 Brentwood Blvd., St. Louis 17, Mo.

The Wright Co., 218 E. Washington St., Syracuse, N. Y.

Year, Inc., 11833 Wilshire Blvd., Los Angeles 25

York Holloware Co., Inc., 105 Mott St., New York 13

Hy Zeiger & Co., 212 West Wisconsin Ave., Milwaukee 3, Wis.

Zeta Products Corp., 280 Main St., Norfolk, Conn.

Zira Laboratories, 21 Pine St., Bradford, Pa.

# Welcome to home service convention

By JOHN CREAMER, President  
National Retail Tea and Coffee Merchants' Association

As president of the National Retail Tea and Coffee Merchants' Association, I cordially invite all the members and associate members to attend our annual convention. It will be held, as you know, in Chicago at the Edgewater Beach Hotel, June 8th through June 12th.

This convention is the place to bring the problems of your business, to become acquainted with new ways to cope with these problems, to help others with problems which you have solved, to talk over general business principles with those in the same industry. It is a good time to renew old friendships, to make new acquaintances, to learn as well as teach, to enjoy as well as work, to see new



John Creamer

items to be added as well as improvements in well-established merchandise.

There are many places of interest in Chicago for all age groups and we believe your whole family will have a fine time at the convention, so bring them along with you. One of the special attributes of our convention is this friendly, family spirit which has been remarked upon by those attending it for the first time.

This year the business sessions will include three panel discussions which have been arranged so that every member can participate in each one and derive the benefits from all three. We in the same industry need the experience of others to assist us in the development of our businesses, just as others need our help with problems already met and solved. This swapping of ideas definitely strengthens our industry and we go back to our businesses with new enthusiasm and vim.

Let's make this the biggest and best convention ever. If you and your family come, it is bound to be just that!

# The route operator and Green River

By WILLIAM A. GERBOSI, First Vice President  
National Retail Tea and Coffee Merchant's Association

## ANTI-SELLING ORDINANCE A DEAD DUCK

This headline appeared recently in the Fairmont, Wisconsin, paper when the city council defeated the proposed Green River ordinance, which had been introduced at a previous meeting. At the time of its introduction, the feeling of the council members was that the ordinance had merit and should be passed. However, after the council had heard from about 15 local merchants and direct selling representatives, they changed their stand and defeated the ordinance. Also influencing the decision was the fact that the local chamber of commerce which originally sponsored the proposed ordinance had withdrawn its support.

This action at Fairmont is typical of that taken in many cities both large and small during the last year. To date there have been in the neighborhood of 75 towns in areas served by our company alone (Jewel Tea Co., Inc.—Ed.) where the Green River type of ordinance has been defeated.

Approximately 20 years ago, the town of Green River, Wyoming, which had a population of around 2,500, passed



an ordinance which provided that no person could go in or upon a private residence for the purpose of selling merchandise unless the salesman had a previous invitation from the occupant to call. This was the first ordinance of its type and all ordinances like this have come to be known as "Green River" ordinances.

After the original flurry of activity in council meetings arising out of the first Green River ordinance, there was a period of comparative quiescence in this particular field. The United States Supreme Court had refused to review the decision of the Supreme Court of Wyoming and consequently there was no decision by that court as to the validity of this type of ordinance. It is interesting to know that today Jewel operates in Green River, Wyoming, with the complete blessing of the city fathers.

Activity within the last year resulted from the fact that on June 4th, 1951, in a case coming up to it from the Supreme Court of Louisiana, the United States Supreme Court ruled for the first time that a Green River type ordinance did not violate the Federal Constitution. The ruling of this court did not, of course, legalize the ordinance in communities where the passage of such an ordinance violated the state constitution, and the decision did not take away from the state courts the right to determine whether or not an ordinance of that type was valid or invalid under the provisions of their own state laws.

Following this decision, many communities, at the urging

## Highlights of program for 37th annual NRTCMA convention

Here's a capsule round-up of the tentative program for the 37th annual convention of the National Retail Tea and Coffee Merchants' Association, to be held June 8th-12th at the Edgewater Beach Hotel, Chicago.

The opening business session, on Monday, June 9th, will hear John S. Creamer, president of NRTCMA and of Trico, Inc., Birmingham, Alabama; Herb Ehler, of the Claire Manufacturing Co., Chicago; Joseph T. King, Washington, D. C., counsel of the organization; Robert F. Carey, of Castle, Brintlinger & Carey, Chicago, general counsel; Oliver J. Corbett, secretary-manager of NRTCMA; and Cal Tinney, who hails from Pontotoc County, Oklahoma.

One of the most popular features of the last three conventions—round-table panel discussions—will be given an extra session at the 1952 event. The meetings will be conducted by Mr. Creamer; William A. Gerbosi, first vice president of NRTCMA and vice president and general manager of the Jewel Tea Co., Inc., Barrington, Ill.; and William H. Preis, vice president and general manager of The Grand Union Co., East Paterson, N. J.

This year, as last, exhibits of premium merchandise by associate members will be the maximum permitted by the space—131.

From advance registrations, the 1952 convention will be the largest yet in member attendance.

of short-sighted merchants, started the legislative machinery for enacting new Green River ordinances. I use the word "short-sighted" advisedly because most local merchants are not aware of the fact that passage of such an ordinance can result in more harm than good, and could very well be the forerunner of other restrictive and prohibitive ordinances which would add to the already heavy burden on their own businesses.

In many instances, members of city councils do not realize the broad implication of such an ordinance. This was typified recently in the city of Detroit which had under consideration a Green River type ordinance. Representatives of the blind veterans appeared before the council and pointed out that the passage of such an ordinance would prohibit the sale of brooms made by blind veterans and would deprive many of them of their sole means of livelihood. Needless to say, the ordinance was promptly defeated. In many instances where a route operator has been confronted with a proposed ordinance of this type, he has found upon talking with members of the council that their attitude is this:

"We don't want it to apply to organizations such as yours. The only thing we want to stop are the fly-by-night peddlers. We don't want it to apply to reputable businessmen who perform a fine service in the community."

To me, however, the fundamental reason why ordinances of this type have been defeated after mature deliberation is the fact that an ordinance such as this denies the right of free men to engage in a legitimate business enterprise. This is one of the fundamental rights which has made America strong. The individual operator of a route steers his own economic course. He is truly a rugged individualist—a typical small businessman. The results of his operation are dependent upon his ambition—upon his willingness to devote the time and the necessary energy to serving his customers. This is also true with respect to the route person who is employed by a larger operator. The success of that route depends on the individual effort of the route salesman. In the case of our own company, we encourage this feeling by telling each man he is "on his own" with the company as his partner furnishing him the tools with which to work. His economic success is determined primarily by his own effort.

The great majority of the route operators are their customers' neighbors and the original transient peddler who carried around a pack on his back is now the exception rather than the rule. A recent survey indicated that 88 per cent of all

route salespersons live in the communities where they carry on their work. The dollars that they earn are returned to the community to provide a necessary living for themselves and their families. This is likewise true of the route salesman employed by a larger company. The dollars which he earns are retained by him and spent in the community where he, his family and his customers live. That portion which goes to the national headquarters also finds its way to local communities in the form of dollars to suppliers, dollars for local and federal taxes, and dollars for dividends. Does any thinking American favor legislation that would deny any man his fundamental right to engage in a legitimate business? To me, this is the real reason why ordinances of this type have had an early and unlamented death.

The industry can examine the record one year after the decision of the United States Supreme Court and be proud of the fact that local civic leaders, local businessmen, local chambers of commerce, and local Better Business bureaus have almost without exception opposed this type of discriminatory ordinance.

Periodically I feel that members of the industry can anticipate flurries of activity in this field, but with the right approach and keeping in mind the primary concept that every American has a right to engage in a legitimate business enterprise, we should have no fear for the future.

### Premium promotions aimed at dealers is spreading, third annual survey shows

Premium promotions by coffee and tea packers aimed at dealers seemed to be spreading.

One such promotion is the short term deal, either a straight "loading" effort in itself or a support to a consumer offer. An example of this type was an offer to retailers of a deluxe Silex coffee maker or a cutlery set with each 12 case order. This deal backed a gladiolus premium offer to consumers.

Another type of dealer offer is continuing. Two packers in widely separated areas use plans like this which are basically similar. Coupons for the grocer are packed with the cases. The grocer is given a catalogue of the items for which the coupons are redeemable without charge.

Both packers indicated these dealer programs will be pushed vigorously during the balance of the year.

**GREETINGS**

to the

**37th Annual Convention**  
of the

**National Retail**

**Tea & Coffee Merchants' Association**



**American Color Type  
Company**

Boxed Juvenile Books, Xmas Cards  
Valentine Cutout Assortments  
1151 Roscoe Street, Chicago 13

**Anheuser Busch Inc.**

William Bien, Manager  
2367 W. Logan Blvd.  
Gil Bolling, Manager  
7200 S. Kimbark Ave.  
Chicago

**Benmatt Organization, Inc.**

Mfrs. Clamp-It Extension cords  
15-112 Merchandise Mart,  
Chicago 54

**Claire Mfg. Company**

Mfrs. of Aerosol Bomb Insecticide  
Deodorant for Household Use  
7640 Vincennes Ave., Chicago 20

**Cleanser Products, Inc.**

Cleanser Pads  
7025 West 66th Pl., Chicago 38

**Club Aluminum Products  
Company**

Club Glass Coffee Makers  
1250 Fullerton Ave., Chicago 14

**Coffee Corporation of  
America**

Importers and Roasters  
of private labels  
4401 South Western Ave., Chicago

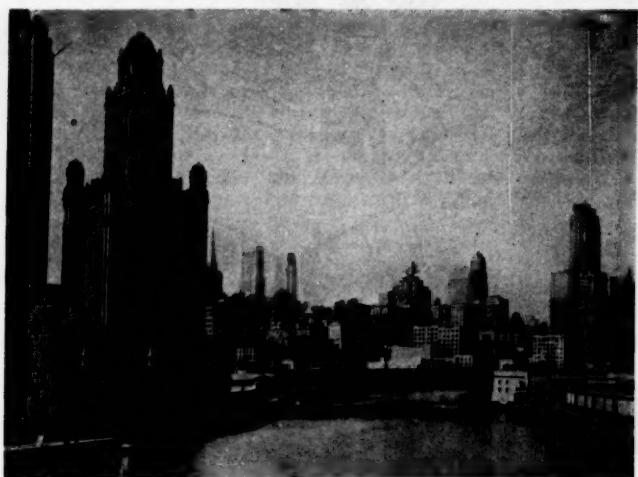
**Continental Can Company**

Mfrs. Tin Containers  
100 East 42nd St., New York City 17

**WELCOME TO THE  
Home Service Trade  
Cory Corporation**

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Chicago 1

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**EDGEWATER BEACH HOTEL**      **5349 No. Sheridan Road, Chicago, 40**



Chicago again plays host to the National Retail convention

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June 8-10, 1952

#### Hazel-Atlas Glass Company

Quality Glassware  
for Home Service Trade

228 N. LaSalle St., Chicago 11

#### John D. Houck Mfg. Co.

Manufacturers of  
Houck Peerless Coffee Maker  
736 North Albany Ave.  
Chicago 12

#### Bernard Edward Co.

Manufacturers  
Plastic Housewares and Planters  
5252 S. Kolmar Ave., Chicago

#### Gaylord Container Corp.

Boxes — Board — Cartons  
Bags — Paper  
General Offices: St. Louis 2, Mo.

#### The Enterprise Aluminum Company

Outstanding Premiums  
For Home Service Trade  
Massillon, Ohio

#### B. F. Gump Co.

Coffee Plant Equipment  
1325 So. Cicero Ave.  
Chicago 50

#### J. G. Ferguson & Associates

Complete list of reference  
hobby—juvenile books  
6 N. Michigan Ave., Chicago 2

#### Joseph Hagn Company

Premiums for  
the Home Service Trade  
Send for New Catalog  
217 West Madison St., Chicago 6

#### Ideal Toy Corporation

Dolls, Stuffed Toys, Plastic and  
Educational Toys, Vinyl Specialties  
Merchandise Mart, Chicago 54

#### LaBelle Mercantile Co.

Blankets—Linens—Towels—Novelties  
for Home Service Trade  
305 W. Adams St., Chicago 6

### BEST WISHES

to the 37th Annual Convention—  
National Retail Tea and Coffee  
Merchants Association

### JEWEL TEA CO., INC.

JEWEL PARK  
BARRINGTON, ILL.

COFFEE & TEA INDUSTRIES and The Flavor Field

# to the "Wagon Route Operators" to America's Doorstep

## Leeds China Company

Distributors of  
Bing Crosby Coffee Tap-  
Specialties for  
the Home Service Trade  
2715 Archer Ave., Chicago 8

## McKenzie Engraving Co.

Maurice F. Garrett, Manager  
Vinyl Specialties  
Greeting Cards  
Islip, New York

## Nesco, Inc.

Electric Roasters — Tinware  
Galvanized and Decorated Ware  
201 N. Michigan Ave., Chicago

## Radke Sales Agency

Distributors of All Purpose NeoTran  
Rugs made by Mil-Tron Corporation  
1078 Merchandise Mart Plaza  
Chicago

## Reid Murdoch

Consolidated Grocers Corporation  
Monarch Finer Foods  
CHICAGO

## Richheimer Coffee Co.

Importers — Roasters — Jobbers  
Green Coffee  
1127 No. Halsted St., Chicago

## Simon and Schuster, Inc.

Publishers of Golden Books and adult  
books for Home Service  
General Merchandising Division  
630 Fifth Avenue, New York 20

## Harry Stern

Coffee Broker  
404 No. Wells St., Chicago 10  
Del 7-1563—Cable Address: Hastern

## Superior Tea and Coffee Company

2278 No. Elston Ave., Chicago 14  
Est. 1908

## Swanson Brothers

Coffee Importers and Roasters  
Renshaw Bldg., Pittsburgh  
149 W. Kinzie St., Chicago 10

Edgewater Beach Hotel,  
where conventioners meet.

## "The Well"

Coffee Trade Headquarters  
357-359 North Wells St., Chicago 10  
Across From The Mart  
Al Lee, Host

## West Bend Aluminum Co.

Giftware and Aluminum  
Cooking Utensils

## West Bend, Wisc.

## Allen B. Wrisley Dist. Co.

Soaps and Toiletries  
55 East Washington St., Chicago

## Zion Industries, Inc.

Quality Candies and Cookies for  
Home Service Trade  
Zion, Illinois

# REGAL WARE INC. KEWASKUM, WISCONSIN

## World's Finest Aluminum Ware

# PUT YOUR BRAND NAME ON AMERICA'S FINEST HOT CHOCOLATE!

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# Home service tea and coffee merchants using more premiums, survey discloses

Premiums may be used by 52 per cent of all the coffee and tea distributors, but in one sector of the industry premiums are employed by 100 per cent of the companies in the field. That sector is the home service coffee and tea field, where, as one wagon route operator put it, "Premiums are the life of the business."

In this sector, moreover, premium use is on the increase and a larger proportion of gross sales is being budgeted for the purpose.

These trends were spotlighted by the third annual survey of premium use conducted by Coffee & Tea Industries, formerly The Spice Mill.

Survey returns on premium use by regular coffee and tea distributors are reported in another article in this issue. Wagon route operations, sharply different in many ways from practises in the rest of the industry, are discussed in detail in this article.

Among home service tea and coffee merchants, the trend is toward greater use of premiums this year. While most of these respondents—slightly less than 53 per cent—indicated they were employing premiums on the same level as last year, another 44 per cent declared their premium use was greater. Only 3 per cent noted a decrease in premium promotions.

This trend is mirrored in the replies to the questions on premium budgets. Most of the wagon route operators are maintaining the same proportion of gross sales for premiums that they employed last year, but where the proportion was changed at all, it was usually upwards.

About 45 per cent of the home service tea and coffee merchants said their premium budget this year was based on the same slice of gross sales as last year. More than 17 per cent indicated they had increased this proportion. Most of the balance shied away from these questions.

An exception was one wagon route man who said he

did not operate on a budget at all. "I would spend more than sales on advance premiums," he declared enthusiastically. "The more premiums I put out, the more sales."

As for the actual percentage of gross sales devoted to premiums, returns differed so widely as to indicate either that the question meant different things to different people or that practises in the wagon route field vary drastically from one company to another.

The highest proportion cited, and by a number of companies, was 50 per cent. The lowest was 2 per cent. The average for them all was 16 per cent.

Where the percentage was explained by any of the respondents, the explanations mostly ran along the lines of this one, stated by an operator whose budget proportion was 18 per cent: "The figure includes all premiums used on the advance plan and sold for cash or on the budget."

As for types of premium offers used by wagon route operators, terminology again seemed to be a factor. Some of these respondents seemed to have difficulty tabbing the premium trading technique characteristic of home service under the methods stated, and they sensibly listed it under "other basis."

Nevertheless, the survey showed that method used most frequently by wagon route firms was the self-liquidating premium, reported by 55 per cent of the respondents. Another 48 per cent said they used combination offers. Give-aways were employed by 31 per cent. Continuity deals were noted by 23 per cent. Premiums offered on other bases were indicated by more than 33 per cent.

These proportions total more than 100 per cent for the reason that most companies use more than one premium technique.

Some of the ways in which the 33 per cent of the respondents described the "other" methods were these: "Premium trading" . . . "As an advance premium for cou-

## These are the premium questions used in the third annual survey

Here are the questions on premiums put to virtually every coffee and tea distributor in the country by Coffee & Tea Industries, formerly The Spice Mill, in the third annual survey.

### About premium use

Has your use of premium promotions so far this year, as compared to last year, increased?  Decreased?  Remained the same?

### About premium items

What premium items have you offered so far this year?  What will you offer during the balance of the year?

### About premium offers

Were the premiums offered on a give-away basis?  Self-liquidating?  Combination sale?  Continuity deal?  On what other basis?

### About premium distribution

Did you distribute the premiums through grocery stores?  By mail from your plant?  Inside, or attached to, the coffee or tea package?  By wagon route delivery?  By what other means?

### About premium budgets

How much are you budgeting for premiums this year, in percentage of gross sales?  % Is this percentage higher than last year?  Less?  Same?

pons to be traded out by customers" . . . "Coffee premiums and direct sales basis" . . . "With grocery orders over period of time and part cash or budget" . . . "Cash accommodation" . . . "Part sale and balance on self-liquidation. Limit of 300 coupons per customer."

There was near unanimity, as might be expected, about how the premiums are delivered to the customers. "By wagon route delivery" was checked by virtually every one of these respondents—although some additional methods were also noted. One company, for example, also delivers its premiums via a store.

On premium items which were offered, those mentioned by wagon route operators are listed in a tabulation elsewhere in this issue. Common in home service tea and coffee selling is a list of varied items, described by one operator as ranging in price "from ten cents to \$5.00," by another as including "all types of nationally adver-

tised housewares priced from 25 cents up."

These premium lines run in many cases to several hundred items, and in at least one instance to 500.

Although home service tea and coffee merchants plan to offer, during the balance of the year, the same premiums in general they have offered so far this year, their doors are open to new premiums.

#### Attitude on new items

Many home service tea and coffee merchants took the trouble to make this attitude unmistakable. One operator will run "any new item that proves to be a good seller," he said. Another declared he will feature "new items as they come along." A third stated he planned to run "something new each two weeks, if possible."

The home service tea and coffee field continues to be what is probably the most concentrated, most receptive market for premiums on the American business scene.

## What premium items have coffee and tea distributors offered?

*What premium items have coffee and tea distributors (including wagon route operators) offered? Below is a list compiled from returns in the third annual premium survey conducted by Coffee & Tea Industries.*

*Home service tea and coffee merchants, who represent what is probably the most concentrated market for premiums on the American business scene, generally carry a varied list of items. These lists will include several*

*hundred items, and—in one case noted in the survey returns—more than 500. Included in the list below are only the relatively few items specifically noted by wagon route operators in the survey returns.*

*Items cited most frequently by all respondents were iced tea glasses, coffee mugs, aluminumware, towels, rugs, blankets, curtains, clocks, bed spreads, bath scales, electric coffee percolators and dishes.*

aluminumware	dolls	pantry canisters
bake plates	dust mops	place mats
bath scales	electric coffee percolators	planters
bed spreads	electric irons	playing cards
blankets	electric toasters	plastic aprons
brooms	electric mixers	plastic dishes
caddy tables	Fire King ware	plastic items
cake covers	floor wax	plastic raincoats
cake mixes	garden gloves	plastic scoops
cameras	gladioli	pot holders
can openers	glassware	Pyrex ware
candies	greeting cards	radios
carving sets	hampers	refrigerator sets
casserole sets	hardware items	rugs
chef's saws	house dresses	scales
children's shirts	housewares	screwdrivers
chinaware	iced tea dispensers	seeds
cleavers	iced tea glasses	self-wringing mops
clocks	ironing board covers	shampoos
clothes baskets	ironing board pads	shears
coffee dispensers	kitchen brush sets	sheets
coffee measuring spoons	kitchen utility cans	silverware
coffee makers	kitchenware	spoons
coffee mugs	knife sharpeners	sponges
coffee urns	lamps	stainless steel cutlery
cook books	laundry supplies	steak knives
cosmetic aids	lazy susans	tables
cotton goods	machinettes	table cloths
cups and saucers	metal flower pots	television sets
cutlery	men's shirts	towels
curtains	mixers	tulip bulbs
dishes	moth proofing aids	utility knives
dish rags	nylon hosiery	whistling kettles
dinner sets	one-cup coffee makers	

# Our advertising premium bonus

By BERNARD D. SOBLE, Director in Charge of Merchandising  
Soble Tea & Coffee Co., Ltd.  
Windsor, Ontario, Canada

*By the time you read this, Bernard D. Soble's title may already have changed. J. M. Soble, founder of the company and father of Bernard, recently announced to the Windsor Chamber of Commerce that in June he would vacate the post of president of the firm to become honorary president, and that Bernard would become president. Another son, Morton, would become treasurer.*

*Bernard Soble is also head of the Health Cooking Service of Canada, a separate company which he owns jointly with Morton, who is treasurer. Health Cooking, also a home service organization, was started in 1946 and is now expanding across Canada.*

*Soble Tea & Coffee has been in the wagon route field for more than three decades—and it's more alive than ever. Reorganization and consolidation recently increased the per route average about \$100 a week, Bernard Soble reports. He says indications are that with plans for added supervising assistance an increase of another \$100 a week per route will be added by September.*

None of us in our home service industry refer to premium credits or premium bonus or tickets—"The what you call it"—with the same terminology or handle them with one accounting method.

To add to the confusion, we thought we would tell you about our method. This is the story of the evolution of our present "advertising premium bonus."

We have in the past been guilty of unwittingly confusing our customers and burdening our route managers and our accounting office with an unnecessarily complicated system based on two price lists, one for groceries and the other for "The what you call it."

We now have what we believe is, finally, a very modern method. It is easily understood by the customers, it presents no difficulty to the route manager and it even assists him in emphasizing payments. Our system also eliminates complicated procedures in accounting.

Back in 1937, we at Soble home service changed our system to the percentage method. We worked out two totals: A total for grocery sales for the year and a total of advertising premium bonus issued to our customers for the year. This ratio established "the percentage, advertising premium bonus system."

By the way, this system didn't give us \$1,000 fidutes, but it did eliminate confusion, and I shall go so far as to say it encouraged customers, and in fact saved a few accounts. Our manager's time? Well, we like to believe he saves time to sell more merchandise.

Our present six per cent premium bonus is, and sounds like, big value. Our sales ad looks very neat, with only one



price for our customers to observe—the price she is going to pay for her merchandise. This system, coupled with the one-account card, has reduced bookkeeping procedures to an extremely simple method, compared to what we had.

While visiting in Cleveland with some of the members of our association in 1950, John Creamer, the 1951-52 president of the National Retail Tea and Coffee Merchants' Association, discussed this subject with us. It is really wonderful and surprising how profitable a talk over cocktails can sometimes be. From that conversation, we saved over \$2,000 in one year.

The question that we discussed revolved around this: "Why do we give advertising premium bonus?"

The answer followed naturally, "It is to encourage our customers' continued grocery purchases."

The second question followed: "Why then does she buy housewares from us?"

We found from the conclusions of our conversation that Mrs. Shop-at-home continues with us only because she has been favorably impressed by the advance sales people, that we have trusted her by placing a premium, that she likes the salesman, his service, his organized way of selling, and prices are, of course, a factor.

You will agree that this is the combination that really makes for continuous sales in the home. The advertising premium bonus, as such, actually plays a minor part after the second regular call. From this conclusion, we reduced our premium bonus from ten to five per cent on groceries.

We decided to adopt the one-account card system. This was prompted by an interesting discussion last fall with Joe Dubirske, manager of Jewel's Detroit branch. We had been rearranging our account cards and groping for a simple method for over a year. The idea of the one-account card eliminates a lot of unnecessary work and avoids complications with our customers, our route managers and our accounts office.

All the factors that would prevent anyone from adopting such a plan have been carefully reconsidered. We find in our system, on this form, none of the pitfalls affecting us.

We can blame the final change—a most important one—on our method of using the advertising premium bonus on Lorne Reese, who changed his system in 1951 to the percentage system. I may have been a bit responsible for that. Lorne, however, issues bonuses, if I recall correctly, for sales on all merchandise, both groceries and housewares. We have adopted the idea of issuing an advertising premium bonus of six per cent on all items, both groceries and housewares. The important difference is that we use it to assist collections. If the account is in order we issue six per cent on her full weekly payment and two per cent is issued when the account is not in order. We believe we are the only company that gives the customer something for paying her account properly.

We like to believe that we place and emphasize the premium bonus where it benefits us most of all. This "bonus", of course, is issued on everything that she pays to us.

*(Continued on page 86)*

**Anderson, Donovan elected by Southern Coffee Roasters at semi-annual meeting**

J. D. Anderson, of the Southland Coffee Co., Atlanta, was elected president of the Southern Coffee Roasters' Association at the organization's fifth semi-annual meeting, held at the Seminole Hotel, Jacksonville, Florida.

William S. Donovan, of the Donovan Coffee Co., Birmingham, was named vice president, and J. L. Antrim, Jr., of C. W. Antrim, & Sons, Richmond, was re-elected secretary and treasurer.

Presiding at the all-day meeting was retiring president John R. Pepper, of the Goyer Coffee Co., Memphis.

The morning session was devoted to a discussion of food marketing problems in modern grocery stores. A penetrating analysis of the great changes taking place in the retail distribution of food was presented by Charles D'Huyvetter, of Food Topics and Food Field Reporter. Following Mr. D'Huyvetter's presentation, an open discussion was carried on, with emphasis on regional problems found in the South.

A report from the Quartermaster General of the Army explaining why Army commissaries sell roasted coffee substantially cheaper than private packers was read by Mr. Pepper.



J. D. Anderson

**NCA'S 1952 CONVENTION NOW SET FOR DECEMBER 8-11 AT BOCA RATON**

The 1952 convention of the National Coffee Association will be held at a now familiar site to coffee men, the Boca Raton Club, Boca Raton, Florida.

The dates are December 8th-11th. Early November had been considered, but was found to be impracticable, NCA reported.

Rates will be \$18.00 per person, with two persons to a room, and \$22.00 per person for single rooms.

Mr. Pepper also outlined the high spots of a country tour he recently made in Europe and the Middle East.

The afternoon was devoted to a presentation by Charles G. Lindsay, manager of the Pan-American Coffee Bureau, and Fred Baxter of Robert W. Orr Associates, Inc., of the campaign by the Bureau to promote consumption of coffee in the United States.

SCRA's executive committee announced plans for the fall meeting, to be held in Atlanta on November 14th, 1952.

**New "Style Guide" for folding cartons**

A new 28-page "Style Guide" detailing construction designs for folding cartons has been issued by Robert Gair Co., Inc., New York City manufacturers of folding cartons, paperboard and shipping containers.

These designs are adaptable to almost any shape or type of product.

# W. R. GRACE & CO.

San Francisco

New York

New Orleans

## QUALITY COFFEES

### COLOMBIANS

Medellin  
Tolima

Armenia  
Girardot

Manizales  
Libano

### BRAZILS

Santos      Paranaguá

### CENTRAL AMERICANS

Guatemala  
Salvador

Nicaragua  
Costa Rica

### ECUADOR

Unwashed      Washed

## FAO to help Ethiopia expand its coffee production, exports

Ethiopia has called upon the Food and Agriculture Organization of the United Nations to help it expand its coffee export industry. FAO is sending its coffee expert, Dr. Pierre G. Sylvain, to that country.

Dr. Sylvain, who will investigate production possibilities of wild and cultivated coffee, is a U. S.-trained Haitian horticulturist. His background as a plant physiologist at the Inter-American Institute of Agricultural Sciences at Turrialba, Costa Rica, and his studies of the coffee plant in Colombia, Central America and the West Indies, make him an ideal man for the FAO Expanded Technical Assistance project in Ethiopia, the organization indicated.

Dr. Sylvain was in charge of the agricultural rehabilitation of Formosa; was with FAO in China, and has been assistant-director of agriculture in Haiti.

Last year 100,000 bags of wild coffee were exported from Ethiopia. If this quantity is increased, Ethiopia might become an important coffee producer. The mission is not only interesting to FAO and to Ethiopia, it was indicated, but also to research workers and coffee producers all over the world.

One of the reasons is that coffee growers have been plagued since the last century by a rust-colored fungus, *hemileia vastatrix*, which spread throughout the old world. It ruined Ceylon's coffee industry, and contagion is still feared in the new world, but the disease is unknown in Ethiopia's wild plantations.

"The best way of combating the disease is to grow resistant varieties" says Dr. Sylvain, "and perhaps among wild coffee could be found such a variety."

What is more, Dr. Sylvain says, a lot more can be learned scientifically about coffee in the wild state than about coffee in plantations. Wild coffee's yielding capacity, too, might be of interest to growers throughout the world, for investigations in wild coffee *might* prove that its yield is greater than the yield of cultivated coffee, he declared.

### Government measures bring more coffee output

Restoration measures undertaken by the Department of Agriculture in recent years are now bearing favorable results. Better planting and cultivation programs, worked out with the Federal Agricultural Bureau have been introduced and superior strains of coffee have been planted. More and more hillside areas once planted in sugar are being returned to coffee and fruits.

As a result, not only will Puerto Rico grow enough coffee for its own needs this year, but it expects to have some 5,000,000 pounds for sale in Italy, France and Spain, where the island's coffee has been held in high esteem for nearly two centuries.

Practically all reservoirs holding water for irrigation and hydro-power use are supplied by coffee-country watersheds. In fact, reservoirs are now being built in the heart of the coffee-growing area for the irrigation of 25,000 arid acres in southwestern Puerto Rico.

JUNE, 1952

## THOUGHTS FOR REALISTS . . .

THINK OF A NUMBER of nationally prominent firms now manufacturing, promoting and marketing the ever-increasing volume of INSTANT COFFEE.

THINK OF ANOTHER NUMBER of prominent regional independent coffee roasters now marketing or soon scheduled to market INSTANT COFFEE.

ADD UP their fiscal power and commercial standing.

CONSIDER their influence on our feeding habits.

AND WITH THESE FACTS IN FOCUS...  
IS IT REALISTIC FOR ROASTERS WHO  
DO NOT YET HAVE A SOLUBLE COFFEE  
TO DOUBT THAT THEIR COMPETITORS  
ARE BACKING A WINNER?

TO INSURE well established trade marks and a share of this growing modern coffee market, it would appear logical to go along with the new current.

LET US PROCESS YOUR COFFEES INTO SOLUBLE COFFEES

WE OFFER a complete service backed by long unique experience as coffee men and coffee processing technologists supported by a most flexible processing set-up. UPON REQUEST and WITHOUT OBLIGATION, we will gladly furnish a complete cost analysis beginning with a range of green coffee prices down to and including delivery to your warehouse.

(Institutions are beginning to change to solubles)

## THE HARRISON CO.

601 West 26th St., New York 1, N. Y.

Phone: ALgonquin 5-3914

*Soluble Coffee is Coffee Business*

**Atwood Coffee marks  
50th year of coffee  
roasting for Northwest**

Fifty years of service to the Northwest was marked last month by the Atwood Coffee Co., Minneapolis.

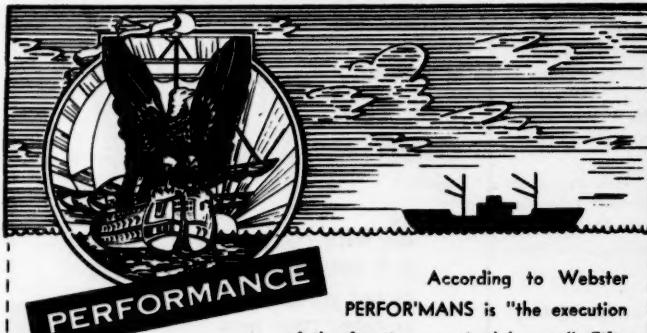
Started in 1902, the firm now serves a seven-state area with several brands, a coffee under the trade name, "Atwood's," a blend known as "Golden Coffee," and a restaurant brand called "Cafe Blend." It is also packing Atwood's Coffee in Cup Brew Coffee Bags.

Originally listed as Atwood and Holstad, the firm became known by its



Henry Atwood

present name in 1906 when Eben and J. Foster Atwood assumed full control.



**PERFORMANCE**

According to Webster  
PERFOR'MANS is "the execution  
of the functions required by one". Fifty  
years of experience in the coffee field has given  
our firm the specialized knowledge to meet the quality  
requirements of the most exacting markets and buyers. Speed,  
exactness, and foresight have marked Leon Israel & Bros.,  
Inc., performance for years past . . . and will continue  
to do so in the future. Your inquiry  
in respectfully invited.

## LEON ISRAEL & BROS., INC.

COFFEE IMPORTERS

101 FRONT ST.  
NEW YORK 5

300 MAGAZINE ST.  
NEW ORLEANS 9

160 CALIFORNIA ST.  
SAN FRANCISCO 11

404 NORTH WELLS ST.  
CHICAGO 10

CABLE ADDRESS: "WINDLIB"

## LEON ISRAEL AGRICOLA E EXPORTADORA S/A

COFFEE PLANTERS AND EXPORTERS

BRAZIL • SANTOS • RIO DE JANEIRO • ANGRA DOS REIS • PARANAGUA

GENERAL AGENTS FOR EUROPE

ISRAEL (LONDON) LIMITED, 110 Cannon St., London E.C. 4, England

J. F. Atwood died in 1938 and Eben Atwood died in 1948. Both served as presidents of the firm. Between their service, the president was William Wade Wilcox.

Today a 34-year-old son of Eben Atwood guides the company, which bears his family name. Named president at the age of 30 in 1948, Henry Atwood had earned the right to the top spot by a succession of jobs which started when he was attending school.

The youthful executive occupies the front office at the building, erected by Atwood's in 1921 at Currie Avenue and 12th Street North, in Minneapolis.

Eight veteran employees at Atwoods turn in a total of 252 years with the firm during its anniversary year. They include: F. H. Winney, secretary and treasurer, who has 32 years of service with Atwood's; Henry Riley, general sales manager, 30 years; M. R. McDonald, sales supervisor, 31 years; John Johnson, city salesman, 34 years; Alice Dreis, office manager, 29 years; Minnie Johnson, department manager, 32 years; Wesley Pool, shipping clerk, 32 years; and Lyle Hill, grinder, 32 years.

Both coffee and tea were sold by the firm under the trade name "Palace" when the items were sold only in bags and deliveries were made by horse-drawn carts. Baking powder was also in the Atwood line then.

The demand for coffee became so great that the firm soon turned its attention to that product exclusively.

Coffee in cans did not enter the picture until 1921, when Atwood's packaged under the name, "Private Brand."

Even then much coffee was sold in large containers. Farmers throughout the area purchased theirs in the 25-pound cases usually used for 15-dozen egg shipments.

A "Fresh Roasted Coffee Club" organized in 1921 by Atwood's met with huge success, with one dealer in a city being allowed the privilege of membership. Membership cards and identification material was furnished.

Atwood's was ahead of the day with a drip coffee maker which it called the "Dripco," back in 1928. The device, which used the filter method, did not meet with acceptance and Atwood's dropped the promotion of it. Within a few years, drip coffee makers began appearing on the market from other sources and soon became a popular method.

Among highlights in the history of the Atwood firm are the long civic service of Eben Atwood, who was president of the Minneapolis YMCA for six terms. Others in the firm held top positions during the 30 years, including L. C. Gydesen, who was mayor of West St. Paul for many years during his employment as an Atwood salesman.

The present company head, Henry Atwood, was president of the Northwest Coffee Roasters Association for three terms.

Another historical incident at At-

(Continued on page 91)

## On the menu

among public feeding outlets

### Desk-side coffee service for office workers is big business after two years

From a humble 90-day experiment two years ago, desk-side coffee service for office employees has developed into a big business.

The Frank G. Shattuck Co. (Schrafft's) did the pioneering two years ago at the invitation of The Mutual Life Insurance Co. of New York. The insurance company, which at that time had just moved into its new 25-story home office at Broadway and 55th Street, saw in desk-side coffee service one answer to a ticklish personnel problem.

So successfully has "Operation Coffee Klatsch" worked out that today Schrafft's caters to some 50,000 office workers in 20 important business firms in New York City. In addition to Mutual of New York, customers now include Dun & Bradstreet, American Can Co., Texas Co., Arabian American Oil, Esso Standard, Dan River Mills, Burlington Mills, and Benton & Bowles. Meanwhile, other restaurant firms are expanding their operations into the new catering field.

#### How it's done

Desk-side coffee service at Mutual of New York takes place between 9 and 10:30 a.m. each working day. Eight special light-weight serving carts, each manned by a Schrafft's waitress, roll through the 13 floors that the insurance company occupies, bringing coffee, milk and sweet rolls to 1,700 employees. In addition, waitresses accommodate take-home orders for Schrafft's cakes, candy and other delicacies.

Mutual of New York, in introducing desk-side coffee service to its employees, said it was simply facing the facts of corporate life. The problem of a second breakfast confronts personnel managers everywhere. At its former quarters in Nassau Street, the company found that about 800 employees were leaving the building each day for coffee and a snack. Multiply that 800 by 15 minutes lost for each coffee interval, and it is evident that the new system has been responsible for a considerable saving in man-hours. Employees themselves like the time-saving and convenience, and do a neat housekeeping job.

From Schrafft's standpoint, the 50,000 office employees that are now being served represent a ready market each business day for 1,250 gallons of coffee, 275 pounds of sugar, 400 gallons of milk and 30,000 pieces of pastry.

Schrafft's, tipping its hat to Mutual of New York's enlightened personnel policy, celebrated the second anniver-

sary of "Operation Coffee Klatsch" by presenting a five-layer, two-foot-high birthday cake to the insurance company's employees. As a special tribute, Schrafft's pastry engineers fashioned the icing in the shape of Mutual of New York's Weather Star and its new signature—MONY.

### Seven-cent coffee vendors gain ground in Chicago

About 40 per cent of all coffee vendors in Chicago are now selling at over a nickel, with seven cents the leading cup price for such equipment.

A spot check of local operators revealed that while the nickel cup of coffee continues to lead the field, the margin is steadily diminishing, it has been reported. Too, it was pointed out that coffee venders continue to remain the single successful exception to plus-nickel operation of major type equipment in industrial locations. Plant management, operators declared, does not ask increases in commission percentages when the nickel coffee "standard" is abandoned. The higher cup price itself returns better location commission grosses than the five-cent drink without upping the percentage, they noted.

(Continued on page 91)

No. 77 GRANULIZER, one of 4 models and sizes, produces all grinds from fine to coarse regular. Capacity . . . 1000 to 2000 lbs. per hour. Other sizes . . . 400 to 600 and 2000 to 4000 lbs. per hour.



**GRANULIZED  
COFFEE  
LOOKS BETTER  
TASTES BETTER**



WHEN you peer into a package of GRANULIZED coffee you see uniform, clean-cut, evenly-sized particles. And when your customers taste a cup of GRANULIZED coffee, correctly brewed, they enjoy all the rich, distinctive flavor of the whole bean—maximum flavor and aroma are retained. Whatever the size of grind your customers want, Gump Coffee Granulators can be depended upon to produce them consistently with absolute uniformity. Our engineers will gladly suggest the model best suited to your needs. Write today!

### B. F. GUMP CO.

Engineers and Manufacturers Since 1872

1312 So. Cicero Ave., Chicago 50, Ill.



B. F. GUMP CO.

GRANULATOR-GRINDER IDEAL GRINDER  
NET GRINDERS COFFEE CLEANSERS GRANULIZERS DAD-DAD WEIGHERS IDEAL COFFEE

ELEVATORS

NET WEIGHERS DAD-DAD FEEDERS ELEVATORS

### Silex replies to NCA criticism of its claims in advertising

Recently the National Coffee Association took sharp exception to consumer advertising on its brewing devices by The Silex Co., Hartford, Conn.

NCA rapped what it said was a claim by Silex that it was possible to get 64 cups of coffee from a pound with finer grinds and its brewers.

In reply to the criticism, The Silex Co. issued the following statement:

"Of the two Silex claims that the NCA takes exception to, one is supported by overwhelming evidence which is open to all who care to check it; the other is not, nor was it intended to be a claim.

"The association says that coffee made with the recommended formula would be weak and unsatisfactory to the average consumer. If that is so, there are millions of Americans who must be drinking coffee at restaurants, hotels, diners and fountains for some other reason than that they like it.

"For this recommended formula is the standard commercial recipe used for many years in thousands of places particular about the quality of the coffee they serve. Roasters supply such outlets with envelopes or bags of coffee, each containing the correct amount for making 12 cups—this being the standard size for commercial brewing equipment. The quantity packed in these envelopes varies—three ounces is by far the most popular amount although many eating places use the two and a half ounce packs. Three ounces of coffee to brew 12 cups means 16 ounces are used to brew 64 cups. (For the two and a half ounce packs, the yield is 72 cups!)

"Since the consumer uses exactly the same equipment (the only variation being that it is unusually made in 8-cup instead of 12-cup coffeemakers) all that The Silex Co. is doing is to advise consumers to use the same formula the restaurant people have found so satisfactory.

"The claim that Silex (or the Silex grind) has no special advantages not available in other brewing devices of the same type is not made or inferred in Silex advertising. The advertising clearly states that the efficiency and economy claimed are for the Silex vacuum method. This method was pioneered by Silex some 20 years ago and has proved so satisfactory that it has long since been accepted as one of the three standardized ways to brew coffee.

"Silex advertising says Coffee . . . correctly brewed . . . is America's favorite beverage. The Silex Co.—which has as much interest as any coffee roaster in maintaining coffee in that position—would be shortsighted, to say the least, in recommending anything that would affect consumer enjoyment of coffee. With coffee selling at around one dollar a pound, it behooves everyone—the National Coffee Association included—to help coffee from becoming a luxury.

"With a proof is in the pudding attitude, and confidence in the judgment of the American housewife, The Silex Co. has issued them a standing invitation to sample this economical coffeemaking formula. With demonstrators in nearly every major retail outlet in the country, free coffee is constantly being served to shoppers who wish to form their own opinions regarding the quality of coffee made by the Silex vacuum method.

"Why let coffee become a luxury? The Silex Co. believes it behooves the entire industry to do its part in keeping coffee as America's favorite beverage."

## H. L. C. BENDIKS, INC.

NEW YORK

96 Front St.

NEW ORLEANS

225 Magazine St.

**IMPORTERS - JOBBERS**

**COFFEE - TEA**

**N. V. KOFFIE HANDELMY  
MATAGALPA**

P. O. Box 631

AMSTERDAM, C. HOLLAND

# MAXWELL HOUSE Coffee

BOUGHT AND ENJOYED

BY MORE PEOPLE THAN

ANY OTHER BRAND OF

COFFEE AT ANY PRICE

MEMBER OF  
NCA

*Good to the last drop!*

COFFEE & TEA INDUSTRIES and The Flavor Field

## Aborn, Roussel sail for Brazil as official delegation from NCA

The president and vice president of the National Coffee Association sailed for Brazil last month, the first official NCA delegation to go to Brazil since 1936.

Edward Aborn, of Arnold & Aborn, Inc., Linden, N. J., NCA president, and William D. Roussel, of W. D. Roussel & Co., Inc., New Orleans, vice president of the association, sailed on the Moore-McCormack liner Uruguay.

In Brazil the NCA leaders will confer with leaders of the coffee-growing industry on trade conditions and future prospects, it was stated.

W. F. Williamson, executive vice president of the organization, was to accompany the others to Brazil, but plans were changed with the announcement that Mr. Williamson will resign from NCA on July 1st.

Mr. Aborn and Mr. Roussel will combine a good will trip with conferences and with visits to several of the Brazilian fazendas where coffee is grown. They are interested in determining that an adequate quantity of high quality coffee from the largest coffee-producing nation in the world continues to flow north to its major market, the United States, and also that the channels of trade remain fluid.

They will leave the ship at Rio de Janeiro, and in addition will visit Santos, Sao Paulo and Parana. They plan to spend about three weeks in Brazil.

### Valale Chacko, authority on Indian plantation crops, in U.S. on tour

Valale I. Chacko, chairman of the propaganda committee of the Indian Coffee Board, and a prominent writer and commentator on India's plantation crops, reached the United States last month on a world tour to study the principal markets for these crops.

Mr. Chacko had already visited the Middle East, Italy, France, Switzerland, Holland and England before arriving here.

He plans to spend about two months in this country, visiting the West Coast and Canada, and may then travel to the coffee producing countries of Latin America. He will stop off in England and Holland before returning to India.

Mr. Chacko is observing world markets for such exports from India as tea, coffee, pepper, ginger and other plantation crops.

He is also studying the effect of the promotion work of the International Tea Market Expansion Board, he said.

Mr. Chacko does a weekly column on India's plantation crops which appears in "The Hindu," "The Capital" and about ten other newspapers, and he also broadcasts from Madras on the All-India Radio.

### Madagascar clove crop down in 1951

Madagascar's 1951 crop of cloves amounted to about 1,121 metric tons, according to the Madagascar Service, as compared with a crop of 5,730 tons in 1950.

The drop in production in 1951 was expected, as the three-year cycle of the crop usually runs poor, average, and good.

The Agriculture Service estimates the 1952 crop at 5,140 tons.

## GABRIEL DE PAULA S/A

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*Prove it to yourself!*

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Only Vaculator reduces glass breakage as much as 50%! It's just like getting one months supply of bowls FREE every two months.

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- ★ PYREX brand GLASS. The best known for resisting heat.

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## It Builds Brand Loyalty

People who drink coffee plus Muller's flavorful chicory do so because they prefer the particular character Muller's creates. Not only are they unusually brand conscious — a very real advantage—but they are not easily switched. Muller's chicory wins and holds friends.

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53 Wooster St.  
New York

613-615 South Peters St.  
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Factories in Michigan

## JEROME GUMPERZ CO.

### *Coffee Importers*

100 FRONT STREET, NEW YORK 5, N. Y.

Cable: JERRYMOR

### ORTEGA AND EMIGH, INC.

#### *Coffee Importers*

Quality Coffees From

COLOMBIA-SANTOS  
GUATEMALA-EL SALVADOR-COSTA RICA  
MEXICO-NICARAGUA

461 Market St. San Francisco

#### **Coffee break for motorists urged by motor vehicle administrator**

Adoption by motorists of the practice of frequent rest stops—like the coffee breaks taken during working hours in business and industry—was suggested as a step toward a reduction of the usual bumper crop of summertime highway accidents caused "by the combination of fatigue and breakneck anxiety to reach vacation spots."

The suggestion came from L. S. Harris, executive director of the American Association of Motor Vehicle Administrators.

Mr. Harris said the need for frequent coffee stops for the sake of renewed driver alertness was pointed up by figures recently compiled by the New York University Safety Center. The Center survey found that in large cities the average driver must make 50 decisions per hour—some of them instantaneous—and in rural areas, 20 decisions. Where traffic is extremely thick, as in New York City or on congested arteries to and from popular vacation sites, "a driver is always less than a second away from an accident," the Center reported.

The drowsy driver is a particular menace to himself, his passengers and other motorists in Mr. Harris' opinion. He said that while in the overall national total only one per cent of highway accidents are fatal, in cases where the driver falls asleep 4.7 per cent of the mishaps cause deaths.

"This indicates a special urgency that his passengers insist the drowsy driver make a coffee or rest stop," Mr. Harris said.

#### **Coffee processed, packaged in Puerto Rico is distributed in the New York City area**

Distribution in the New York City market of a coffee processed and packaged in Puerto Rico was reported last month.

It was said the coffee was shipped in vacuum containers, most in a new type of flexible package which is vacuumized.

Only recently has coffee production in Puerto Rico expanded sufficiently for the island to be able to export any.

Up until 1900, when Puerto Rico became part of the United States, coffee was the island's leading industry. Trade barriers later set up by European nations practically doomed the industry and a hurricane in 1928 added further discouragement.

Restoration of the crop areas since then has been predicated not only on the island's need to supply its own market—the island was a net importer of coffee during 12 of the years since 1921—but also upon the value of the coffee growing areas to water and soil conservation and hydro-electric power production.

Exports of coffee may total 290,000 bags in the 1951-52 crop year, as compared with shipments of 281,211 bags in 1950-51.

Exports as green coffee are expected to total about 265,000 bags, as compared with shipments of 232,362 bags in the preceding crop year.

Because of declining demand from Puerto Rico, exports of roasted coffee, in terms of green coffee equivalent, may amount to only 25,000 bags, by comparison with the 48,849 bags shipped during 1950-51.

The rise in green coffee exports will, however, more than offset the anticipated decline in roasted coffee shipments.

## Coffee imports into Europe during 1951 were close to level of year before

By JACQUES LOUIS-DELAMARE, *Le Havre, France*

As we had expected, coffee imports in Europe during 1951 are very close to 1950 figures. The increase during last year was less than 3 per cent.



Jacques Louis-Delamare

Although the general situation in Europe has not precisely improved lately, we still think that the 10,000,000-bag total could be reached in the near future, and consumption would rapidly go beyond 15,000,000 bags if "our earth was released from its perpetual fright" as Virgil said, two thousand years ago, praying for the coming of the golden age.

For the time being, the position of the French coffee trade is rather dull, and we can't expect to be able to import foreign coffees for a few months.

Confronted by the general situation in the French economy, the government had to stop granting import licenses for foreign coffees.

As far as Brazil is concerned, I know from official sources that the amount provided in the French-Brazilian trade agreement for imports of coffee, has been used up. From this fact, there is no hope for France to import coffee from Brazil before the end of June, when the agreement will be renewed. Even over this date a kind of doubt remains, because the trade balance with Brazil is unfavorable for us. That is to say, our exports to Brazil have been inferior to our imports.

The statistical situation for France is as follows:

Stocks on the docks and in the interior will supply French consumption for about two months (May and June), French roasters having built up important stocks during last February and March, in anticipation of a devaluation of the French franc—which didn't happen.

On the other hand, about 400,000 bags remain to be shipped from Ivory Coast, and this quantity will be enough to supply French consumption for three months more (July and August). So we shall have to buy foreign coffee only in June-July, to avoid a break in coffee stocks at the beginning of September.

### PMMI sets time, place for annual meeting

The Packaging Machinery Manufacturers Institute will hold its 20th annual meeting at the Homestead, Hot Springs, Va., September 11th-14th, 1952, according to announcement by G. Radcliffe Stevens, PMMI president, who is president of the Elgin Manufacturing Co., Elgin, Ill.

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### Soluble coffee expansion

(Continued from page 16)

responded fully to the questionnaire with the following results:

1,571 (88.7 per cent) serve regular coffee.

829 (46.8 per cent) serve instant coffee.

180 (10.2 per cent) serve coffee substitutes.

35 (2.0 per cent) serve none of these.

Due to the fact that many families have more than one type of coffee, the sum of this tabulation exceeds 100 per cent.

Of the 1,771 responding households, 1,736 (98 per cent) serve some type of coffee product.

Of these 1,736 households, many serve more than one type of coffee drink, but most of the families fall into two classifications, those serving coffee only and those serving both regular and instant coffee. Here follows the score:

851 (49.0 per cent) serve regular coffee only.

127 (7.3 per cent) serve instant coffee only.

15 (.9 per cent) serve coffee substitutes only.

578 (33.3 per cent) serve both regular and instant coffee.

41 (2.4 per cent) serve regular coffee and coffee substitutes.

23 (1.3 per cent) serve instant coffee and coffee substitutes.

101 (5.8 per cent) serve all three types-coffee, instant coffee and coffee substitutes.

Three brands of regular coffee named most by respondents were Brand A 13.7 per cent, Brand B 13.6 per cent and Brand C 12.1 per cent. Families having instant coffee on hand showed a more pronounced brand preference than regular users. Brands named most were Brand A 14.2 per cent, Brand B 10.5 per cent and Brand C 8.1 per cent.

Data as to the amount of coffee in the household cupboard at the time of the study is interesting. Of all families serving coffee, 982 (62.5 per cent) had only one package while 407 (25.9 per cent) families serving regular coffee had two packages on hand; 539 families (65.0 per cent) had one package of instant coffee on hand, 150 families (18.1 per cent) had two packages; 147 (81.7 per cent) of the coffee substitute families had one package. Only one family had two packages.

Size of packages on hand indicates outstanding predominance of the one pound size. Of the regular coffee families, 1,465 (93.2 per cent) had the one-pound size in the cupboard, while 210 families (13.4 per cent) had the two pound size.

Almost two thirds of all the instant coffee on hand at the time of this survey was purchased in packages containing four ounces or less. The study showed further that most of the coffee substitutes in the home are of the "instant" type, with the packages quite evenly divided between the eight-ounce and four-ounce sizes.

The hot food drink industry is a real factor in the beverage market. Out of the 1,771 responding households, 1,419 regularly serve a hot food drink. This means that 80.1 per cent of all U. S. families are regular hot-food-drink users. Cocoa enjoys the outstanding preference, as 720 families or 50.7 per cent serve Brand A. cocoa.

(Continued on page 86)

## Crops and countries

### Exchange tax will not be altered, says Brazil's DEC; some credit limits

Will Brazil alter the exchange tax? The Divisao Economia Cafecira made it clear recently that the federal government would not, reports Octavio Veiga, Santos correspondent of Coffee & Tea Industries, formerly The Spice Mill.

The federal government did not consider and is not considering the possibility of altering the exchange tax," DEC declared.

"However, they will take all measures which are necessary to prevent a decrease in price, either in national markets or in the exterior, as this decrease would not be justified in view of the present situation of supplies against consumption.

"Just recently the coffee financing policy was reassured not only for the balance of the present crop, but also for the future crop on the same bases and conditions up to now in force, with the same limits of credit already allowed being maintained."

### New high quality coffee hybrid cultivated in Brazil

Bourbon and Sumatra flavors are combined in a new natural hybrid coffee, São Paulo's Agronomic Institute recently revealed.

Original seeds were found in a single plant at Tieté, in the Jau region of São Paulo. They were said to combine quality features of the Bourbon variety with high productivity of the Sumatra kind.

Agronomic Institute technicians are cultivating the best strains of the new hybrid, and state they will shortly be made available to farmers.

High production of ripe berries and lower crop variation from year to year were said to be the main features of the new strain.

### Coffee exports from Haiti

Coffee is the leading export commodity of Haiti and it equals in value the total of all other exports. The quantity exported in the 1950-51 fiscal year decreased by three per cent from the 1949-50 exports, but the value increased 27 per cent.

The United States has taken the place of France as the largest buyer of Haitian coffee. France has dropped to sixth or seventh place.

Europe, as a whole, is a better customer for Haitian coffee than the United States, and Belgium and Italy are the two most important buyers.

### Coffee a promising crop for Liberia

A tree crop with promising potentialities in Liberia is coffee, says Basil C. Rodes, of the Near Eastern and African Division, OIT, U. S. Department of Commerce.

In its early development stages, Liberia was an important coffee producing area, but difficulties in competing with other coffee-producing areas forced a drop in production.

It is now hoped to raise production eventually from the current level of 500 tons of coffee beans to 7,000 tons annually.

### Estimates Mexico's 1951-52 coffee crop at 1,210,000 bags

Mexico's 1951-52 coffee crop is estimated at 1,210,000 bags of 70 kilograms each, ten per cent higher than the 1950-51 output, according to the National Coffee Planters Union, which calculates exports of 1,010,000 bags from the current production, reports Douglas Graham, Mexico City correspondent of Coffee & Tea Industries, formerly The Spice Mill.

The Union estimates that home coffee consumption this year will be about the same as last, 200,000 bags. It expects that by the end of this year, Mexico will have 400,000 hectares (900,000 acres) in coffee cultivation, a five per cent increase. Most of this increase is in Vera Cruz State, where the National Coffee Commission has done much planting.

Calling an annual 200,000-bag coffee consumption a phenomenon, the union said that results from the large use of mixed and even adulterated coffees. Only 40 per cent of the coffee sold to the public is pure, this source revealed. The rest is mixed with black beans, chick pea and burnt corn.

Plans for using coffee husks, which abound in the state, as fodder for milch kine with a view to stimulating the milk

(Continued on page 91)



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# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Alcos—Alcos Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
Arg-State—Argentine State Line  
Am-W Afr—American-West African Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Barb-Wn—Barber Wilhelmsen Line  
Brodin—Brodin Line  
Cunard—Brocklebanks' Cunard Service  
Delta—Delta Line  
Doder—Doder Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Granco—Transportadora Gran  
Colombiana Lida.  
Gulf—Gulf & South America Steamship  
Co., Inc.  
Hol-Int—Holland-Interamerica Line

### IPC—I.F.C. Lines

Independent—Independent Line  
Ibsrandsen—Ibsrandsen Co., Inc.  
Italian—Italian Line  
JavPac—Java-Pacific Line  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mormac—Moore-McCormack Lines, Inc.  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
NYK—Nippon Yusen Kaisha Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
R Netb—Royal Netherland Steamship Co.  
Robin—Robin Line  
SCross—Southern Cross Line  
Silver—Silver Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Stran—Stranach Shipping Co.  
Sued-Am—Swedish American Line  
UFruit—United Fruit Co.  
West Cst—West Coast Line, Inc.  
Wes-Lar—Westfal Larsen Co. Line

### Abbreviations for ports

Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Cb—Chicago  
Chn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gj—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
Ml—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nj—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
To—Toledo  
Va—Vancouver

## COFFEE BERTHS

### SAHLS SHIP LINE DUE

#### ACAJUTLA

6/26	Gunners Knot	Grace	LA7/7 SF7/10 Se7/15
6/30	Anchor Hitch	Grace	LA7/7 SF7/14 Se7/19
7/5	Marna	UFruit	Cristobal <sup>2</sup> 7/8
7/12	Citi Avnturer	Grace	LA7/23 SF7/26 Se7/31
8/2	Marna	UFruit	Cristobal <sup>2</sup> 8/5

#### ACAPULCO

7/6	Citi Nod	Grace	Cristobal <sup>2</sup> 7/20
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#### AMAPALA

6/23	Gunners Knot	Grace	LA7/7 SF7/10 Se7/15
6/27	Anchor Hitch	Grace	LA7/11 SF7/14 Se7/19
6/28	Marna	UFruit	Cristobal <sup>2</sup> 7/8
7/9	Citi Avnturer	Grace	LA7/23 SF7/26 Se7/31
7/11	Citi Nomad	Grace	Cristobal <sup>2</sup> 7/20
7/25	Marna	UFruit	Cristobal <sup>2</sup> 8/5

#### ANGRA DOS REIS

6/14	Ramanger	Wes-Lar	LA7/8 SF7/11 Po7/17 Va7/19 Se7/20
7/4	Trader	PAB	LA7/26 SF7/29 Va8/4 Se8/5 Po8/8
7/6	Grenanger	Wes-Lar	LA8/1 SF8/4 Po8/10 Va8/12 Se8/13
8/12	Seafarer	PAB	LA8/1 SF8/4 Va8/10 Se8/11 Po8/15

#### BARRANQUILLA

6/10	Cape Ann	UFruit	NY6/22
6/11	Santa Clara	Grace	NY6/16
6/13	Rio Orinoco	Grace	NY6/20
6/13	Brusle	Independence	LA7/26 SF7/29 Po8/3 Se8/5 Va8/6
6/17	Cape Avnof	UFruit	NY6/29
6/19	Santa Monica	Grace	NY6/24

### SAHLS SHIP LINE DUE

6/20	Citi Avnturer	Grace	LA7/23 SF7/26 Se7/31
6/22	Ciu Maracaibo	Grace	NY6/28
6/24	Cape Cod	UFruit	NY7/6
6/25	Santa Sofia	Grace	NY6/30
7/1	Cape Embred	UFruit	NY7/13
7/1	Inger Shou	UFruit	NO7/14
7/3	Santa Clara	Grace	NY7/8
7/8	Cape Ann	UFruit	NY7/20
7/9	Santa Monica	Grace	NY7/14
7/15	Flador Knot	UFruit	NO7/28
7/15	Cape Avnof	UFruit	NY7/27
7/17	Santa Sofia	Grace	NY7/22
7/22	Cape Cod	UFruit	NY8/3
7/29	Inger Shou	UFruit	NO8/11

#### BARRIOS

6/14	Avenir	UFruit	NO6/19 NO6/22
6/14	Inger Shou	UFruit	NO6/16
6/21	Bifjord	UFruit	NY6/28
6/22	Mataura	UFruit	NO6/27 NO6/30
6/27	Mayari	UFruit	NO7/1
6/29	Manequi	UFruit	NY7/6
7/1	Levers Bend	UFruit	NO7/11
7/6	Mabelia	UFruit	NY7/13
7/12	Avenir	UFruit	NO7/17 NO7/20
7/13	A steamer	UFruit	NY7/20
7/20	Bifjord	UFruit	NY7/27
7/27	Manequi	UFruit	NY8/3

#### BUENAVENTURA

6/11	Ciu Barquisimeto	Grace	NY6/21
6/13	Santa Rita	Grace	NY6/20 Bo6/22
6/13	Santa Flavia	Grace	LA6/24 SF6/26 Se7/3
6/13	Farmer	Gulf	NO6/26 NO6/29
6/18	Flunderborg	Grace	NY6/28

SAILS	SHIP	LINE	DUE
6/23	La Baule	Independence	LA7/5 SF7/8 Po7/13 Se7/15 Va7/16
6/24	Santa Olivia	Grace	NY7/3 Ba7/9
6/27	Merchant	Gulf	Ho7/10 No7/13
7/1	Santa Elisa	Grace	LA7/9 SF7/12 Se7/19
7/2	Ciù Medellin	Granc	NY7/10
7/8	Santa Ines	Grace	NY7/15 Ba7/18
7/10	Bresle	Independence	LA7/26 SF7/29 Po8/3 Se8/5 Va8/6
7/11	Shipper	Gulf	Ho7/24 No7/27
7/25	Santa Rita	Grace	NY8/1 Ba8/3

#### CARTAGENA

6/10	Rio Orinoco	Granc	NY6/20
6/16	Jamaica	UFRuit	NY6/23
6/18	Ciù Maracaibo	Granc	NY6/28
6/23	Talamanca	UFRuit	NY6/30
6/30	Veragua	UFRuit	NY7/7
7/2	Inger Skou	UFRuit	No7/14
7/7	Jamaica	UFRuit	NY7/14
7/14	Talamanca	UFRuit	NY7/21
7/16	Fiador Knot	UFRuit	No7/28
7/21	Veragua	UFRuit	NY7/27
7/28	Jamaica	UFRuit	NY8/4
7/30	Ingenkou	UFRuit	No8/11

#### CHAMPERICO

6/29	Gunners Knot	Grace	LA7/7 SF7/10 Se7/15
7/3	Anchor Hitch	Grace	LA7/11 SF7/14 Se7/19
7/15	Cstl Avnturer	Grace	LA7/23 SF7/26 Se7/31

#### CORINTO

6/10	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 6/15
6/22	Gunners Knot	Grace	LA7/7 SF7/10 Se7/15
6/26	Anchor Hitch	Grace	LA7/11 SF7/14 Se7/19
6/26	Marna	UFRuit	Cristobal <sup>2</sup> 7/28
6/26	La Baule	Independence	LA7/5 SF7/8 Po7/13 Se7/15 Va7/16
7/8	Cstl Avnturer	Grace	LA7/23 SF7/26 Se7/31
7/14	Cstl Nomad	Grace	Cristobal <sup>1</sup> 7/20
7/14	Bresle	Independence	LA7/26 SF7/29 Po8/3 Se8/5 Va8/6
7/24	Marna	UFRuit	Cristobal <sup>2</sup> 8/5

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SAILS	SHIP	LINE	DUE
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#### CRISTOBAL

6/13	Ciù Barquisimeto Granc	NY6/21
6/16	Cape Ann	UFRuit
6/20	Flynderborg	Granc
6/23	Cape Avinof	UFRuit
6/30	Cape Cod	UFRuit
7/2	San Benito	UFRuit
7/4	Ciù Medellin	Granc
7/5	Inger Skou	UFRuit
7/7	Cape Cimbrind	UFRuit
7/14	Byfjord	UFRuit
7/19	Fiador Knot	UFRuit
7/21	Cape Avinof	UFRuit
7/28	Cape Cod	UFRuit
8/2	Inger Skou	UFRuit

#### DAR es SALAAM

6/13	Reuben Tipton	Lykes	Gulf 7/23
6/24	Virginia	Lykes	Gulf 7/29
7/25	Mason	Lykes	

#### DURBAN

6/13	Charlotte	Lykes	Gulf 7/20
7/3	Leslie	Lykes	
7/7	Virginia	Lykes	Gulf 7/29
7/11	Mason	Lykes	
8/1	Sylvia	Lykes	

#### EL SALVADOR

6/28	La Baule	Independence	LA7/5 SF7/8 Po7/13 Se7/15 Va7/16
7/4	Washington	French	LA7/14 SF7/17 Va7/22 Se7/25 Po7/27
7/4	Etna	Italian	LA7/15 SF7/17 Va7/21 Se7/25 Po7/30
7/16	Bresle	Independence	LA7/26 SF7/29 Po8/3 Se8/5 Va8/6

#### GUATEMALA

6/29	La Baule	Independence	LA7/5 SF7/8 Po7/13 Se7/15 Va7/16
7/5	Etna	Italian	LA7/15 SF7/17 Va7/21 Se7/25 Po7/30
7/9	Washington	French	LA7/14 SF7/17 Va7/22 Se7/25 Po7/27
7/17	Bresle	Independence	LA7/26 SF7/29 Po8/3 Se8/5 Va8/6



SAILS SHIP LINE DUE

**GUAYAQUIL**

6/12	Santa Flavia	Grace	LA6/24 SF6/26 Se7/3
6/29	Ciu Medellin	Grace	NY7/10

**La GUAIRA**

6/12	Santa Rosa	Grace	NY6/18
6/19	Santa Paula	Grace	NY6/25
6/26	Santa Rosa	Grace	NY7/2
7/3	Santa Paula	Grace	NY7/9

**LA LIBERTAD**

6/26	Gumers Knot	Grace	LA7/7 SF7/10 Se7/15
6/30	Anchor Hitch	Grace	LA7/11 SF7/14 Se7/19
7/3	Marna	U/Fruit	Cristobal <sup>2</sup> 7/8
7/10	Ctli Nomad	Grace	Cristobal <sup>2</sup> 7/20
7/12	Ctli Avnturer	Grace	LA7/23 SF7/26 Se7/31
7/31	Marna	U/Fruit	Cristobal <sup>2</sup> 8/5

**LA UNION**

6/24	Gumers Knot	Grace	LA7/7 SF7/10 Se7/15
6/28	Anchor Hitch	Grace	LA7/11 SF7/14 Se7/19
6/30	Marna	U/Fruit	Cristobal <sup>2</sup> 7/8
7/10	Ctli Avnturer	Grace	LA7/23 SF7/26 Se7/31
7/12	Ctli Nomad	Grace	Cristobal <sup>2</sup> 7/20
7/28	Marna	U/Fruit	Cristobal <sup>2</sup> 8/5

**LIMON**

6/10	Levers Bend	U/Fruit	NO6/16
6/13	Cape Ann	U/Fruit	NY6/22
6/20	Cape Avnof	U/Fruit	NY6/29
6/27	Cape Cod	U/Fruit	NY7/6
7/4	C. Cumberland	U/Fruit	NY7/13
7/8	Inger Stou	U/Fruit	NO7/14
7/11	Cape Ann	U/Fruit	NY7/20
7/17	Avenir	U/Fruit	NO7/20
7/18	Cape Avnof	U/Fruit	NY7/27
7/25	Cape Cod	U/Fruit	NY8/3

**LOBITO**

6/14	Del Campo	Delta	NO7/14
6/29	Ferngulf	Am-W Afr	NY7/31
7/12	Del Oro	Delta	NO8/6
7/23	Tulane	Am-W Afr	NY8/31
7/29	Del Rio	Delta	NO8/23

**LOURENCO MARQUES**

6/17	Virginia Lykes	Lykes	U.S. Gulf 6/29
6/20	Charlotte Lykes	Lykes	U.S. Gulf 7/20
7/8	Leslie Lykes	Lykes	
7/18	Velma Lykes	Lykes	
8/6	Sylvia Lykes	Lykes	

**LUANDA**

6/10	Del Campo	Delta	NO7/14
6/24	Ferngulf	Am-W Afr	NY7/31
7/7	Del Oro	Delta	NO8/6
7/15	Tulane	Am-W Afr	NY8/31
7/24	Del Rio	Delta	NO8/23

**MARACAIBO**

6/11	Anchor Hitch	Grace	LA7/11 SF7/14 Se7/19
6/16	Ciu Maracaibo	Grace	NY6/28
6/17	Santa Monica	Grace	NY6/24
6/22	Santa Sofia	Grace	NY7/30
6/23	Ctli Avnturer	Grace	LA7/23 SF7/26 Se7/31
7/1	Santa Clara	Grace	NY7/8
7/6	Santa Monica	Grace	NY7/14
7/15	Santa Sofia	Grace	NY7/22

**MATADI**

6/11	Tatra	Am-W Afr	NY7/15
6/22	Ferngulf	Am-W Afr	NY7/31
6/23	Tortugas	Am-W Afr	NY7/31
7/5	Del Oro	Delta	NO8/6
7/13	Tulane	Am-W Afr	NY8/31
7/22	Del Rio	Delta	NO8/23

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**Parasagua**—Transparana Ltda.

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**CANADA** - Conrad Donaldson, Ltd., Montreal, Toronto, Halifax.

**BALTIMORE** - The Baltimore Steamship Agency, Inc., Murray Bldg.

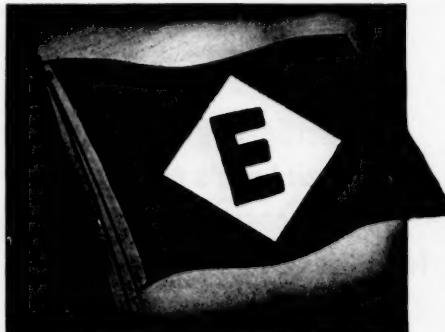
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6/13	Chile	Lloyd	NY8/4	
6/18	Horda	SCross	NY7/8	Bo7/11 Pa7/14 Ba7/15
6/20	Fletoro	Dodero	NY7/12	Bo7/16 Pa7/18 Ba7/19
6/23	Brasil	Lloyd	NY7/12	
6/25	Peter Jobson	Nopal	NY7/16	Ho7/19
6/27	Cape Horn	Delta	NY7/22	Ho7/25
7/1	Del Santos	Delta	NY7/22	Ho7/27
7/1	Eidanger	SCross	NY7/21	Bo7/24 Pa7/26 Ba7/28
7/1	Grenanger	Wes-Lar	LA8/1	SFR/4 Po8/10 Va8/12 Se8/13
7/3	Trader	PAB	LA7/26	SF7/29 Va8/4 Se8/5 Po8/8
7/12	Del Monte	Delta	NY8/4	Ho8/9
8/5	Seafarer	PAB	LA9/1	SF9/4 Va9/10 Se9/11 Po9/15

**PORT SWETTENHAM**

6/27	Cornelius Wirk	Maersk	NY8/14	
7/28	Gertrude Wirk	Maersk	NY9/14	

**PUERTO CABELLO**

6/11	Santa Monica	Grace	NY6/24	
6/18	Santa Sofia	Grace	NY6/30	
6/25	Santa Clara	Grace	NY7/8	
7/2	Santa Monica	Grace	NY7/14	
7/9	Santa Sofia	Grace	NY7/22	

**PUNTARENU**

6/13	Cstl Avnturer	Grace	Cristobal	6/15
6/20	Gunners Knot	Grace	LA7/7	SF7/10 Se7/15
6/23	Marna	UFruit	Cristobal	7/8
6/24	Anchor Hitch	Grace	LA7/11	SF7/14 Se7/19
6/25	La Baule	Independence	LA7/5	SF7/8 Po7/13 Se7/15 Va7/16
6/29	Etna	Italian	LA7/15	SF7/17 Va7/21 Se7/25 Po7/30
7/6	Cstl Avnturer	Grace	LA7/23	SF7/26 Se7/31
7/13	Bresla	Independence	LA7/26	SF7/29 Po8/3 Se8/5 Va8/6
7/16	Cstl Nomad	Grace	Cristobal	7/20
7/21	Marna	UFruit	Cristobal	8/5

**RIO de JANEIRO**

6/15	Ravenger	Wes-Lar	LA7/8	SF7/11 Po7/17 Va7/19 Se7/20
6/16	Citadel Victory	Delta	NY7/3	Ho7/8
6/18	Rio Jachal	ArgState	NY6/30	
6/19	Chile	Lloyd	NY7/4	
6/21	Horda	SCross	NY7/8	Bo7/11 Pa7/14 Ba7/15
6/24	Fletoro	Dodero	NY7/12	Bo7/16 Pa7/18 Ba7/19
6/25	Del Mar	Delta	NY7/9	
6/27	Aspidyak	Ho-Int	NY7/12	Bo7/16 NY7/18 Ba7/20
6/29	Peter Jobson	Nopal	NY7/16	Ho7/19
6/29	Brasil	Lloyd	NY7/12	
7/3	Cape Horn	Delta	NY7/20	Ho7/25
7/5	Eidanger	SCross	NY7/21	Bo7/24 Pa7/26 Ba7/28
7/6	Del Santos	Delta	NY7/22	Ho7/22
7/6	Trader	PAB	LA7/26	SF7/29 Va8/4 Se8/5 Po8/8
7/8	Grenanger	Wes-Lar	LA8/1	SFR/4 Po8/10 Va8/12 Se8/13
7/10	Del Norte	Delta	NY7/24	
7/18	Del Monte	Delta	NY8/4	Ho8/9
7/24	Del Sud	Delta	NY8/7	
8/13	Seafarer	PAB	LA9/1	SF9/4 Va9/10 Se9/11 Po9/15

**SAN JOSE**

6/28	Gunners Knot	Grace	LA7/7	SF7/10 Se7/15
7/2	Anchor Hitch	Grace	LA7/11	SF7/14 Se7/19
7/9	Cstl Nomad	Grace	Cristobal	7/20
7/14	Cstl Avnturer	Grace	LA7/23	SF7/26 Se7/31

**SAN JUAN DEL SUR**

6/11	Cstl Avnturer	Grace	Cristobal	6/15
7/15	Cstl Nomad	Grace	Cristobal	7/20

**SANTOS**

6/13	Ravenger	Wes-Lar	LA7/8	SF7/11 Po7/17 Va7/19 Se7/20
6/14	Citadel Victory	Delta	NY7/3	Ho7/8
6/16	Rio Jachal	ArgState	NY6/30	

SAILS	SHIP	LINE	DEU
6/18	Chile	Lloyd	NY7/4
6/20	Norda	Scros	NY7/8 Bo7/11 Pa7/14 Ba7/15
6/22	Fletno	Duero	NY7/12 Bo7/16 Pa7/18 Ba7/19 N7/20
6/24	Del Mar	Delta	N07/9
6/25	Aagtedyk	Hoi-Int	NY7/12 Bo7/16 N7/18 Ba7/20 Pa7/22
6/27	Peter Josen	Nopal	N07/16 He7/19
6/28	Brasil	Lloyd	NY7/12
7/1	Cape Horn	Delta	N07/20 He7/25
7/1	Trader	PAB	LA7/26 SF7/29 Va8/4 Se8/5 Pe8/8
7/3	Eidanger	Scros	NY7/21 Bo7/24 Pa7/26 Ba7/28
7/4	Del Santos	Delta	N07/22 He7/27
7/5	Grenzanger	Wes-Lar	LA8/1 SF8/4 Pe8/10 Va8/12 Se8/13
7/9	Del Norte	Delta	N07/24
7/16	Del Monte	Delta	N08/4 Ho8/9
7/23	Del Sud	Delta	N08/7
8/11	Seafarer	PAB	LA9/1 SF9/4 Va9/10 Se9/11 Pe9/15

#### TAMPICO

6/21	Tunaholm	Swed-Am	MI7/13
7/12	Danaholm	Swed-Am	MI7/26
8/13	Tunaholm	Swed-Am	MI9/4

#### VERA CRUZ

6/19	Tunaholm	Swed-Am	MI7/13
7/12	Danaholm	Swed-Am	MI7/26
8/10	Tunaholm	Swed-Am	MI9/4

#### VICTORIA

6/11	Paraguai	Lloyd	NO6/25 Ho7/1
6/18	Citadel Victory	Delta	NO7/3 Ho7/8
6/28	Aagtedyk	Hoi-Int	NY7/12 Bo7/16 N7/18 Ba7/20 7/22
7/5	Cape Horn	Delta	N07/25
7/8	Del Santos	Delta	N07/22 Ho7/27
7/20	Del Monte	Delta	N08/4 Ho8/9

#### TEA BERTHS

#### CALCUTTA

6/16	Excelsior	Am-Exp	Bo NY Pa Ba Nf
6/18	City Calcutta	El-Buck	Bo7/22 NY7/23 Pa7/26 N7/30 Ba7/31
6/23	Manipur	Cunard	Bo NY Pa Ba Nf
7/8	Silverspray	JavPac	SF8/11 LA8/16 Pe9/2 Va9/6
8/8	Weltevreden	JavPac	SF9/11 LA9/16 Pe10/3 Va10/7
9/8	Bintang	JavPac	SF10/10 LA10/16 Pe11/2 Va11/6
10/8	Sarangan	JavPac	SF11/10 LA11/15 Pe12/2 Va12/6

#### COLOMBO

6/10	Excelsior	Am-Exp	Bo NY Pa Ba Nf
6/20	Exchange	Am-Exp	Bo NY Pa Ba Nf
7/7	Cornelius Msk	Maersk	NY8/14
7/8	Javanes	Prince	Ha8/3 Bo8/6 NY8/6
7/22	Lawak	JavPac	LA8/2 SF8/7 Pe9/14 Va9/19
8/7	Gertrude Msk	Maersk	NY8/14
8/17	Cingalase	Prince	Ha9/12 Bo9/15 NY9/17
8/22	Silvercrest	JavPac	LA10/3 SF10/8 Pe10/15 Va10/20
9/22	Silvermoon	JavPac	LA11/3 SF11/8 Pe11/15 Va11/20
10/1	British	Prince	Ha10/27 Bo10/30 NY11/1

#### HONG KONG

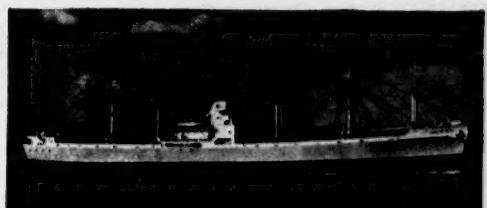
6/10	Canada Bear	PacFar	SF6/25 LA6/29
6/18	Leise Msk	Maersk	NY8/2
6/19	Mail	Pioneer	NY Bo Pa Ba HR
6/23	Dale	Pioneer	NY Bo Pa Ba HR
6/25	Tradewind	PacFar	SF7/10 LA7/14
7/3	Grete Msk	Maersk	NY8/17
7/19	Oiga Msk	Maersk	NY8/31

#### KOBE

6/11	Alaska Bear	PacFar	SF7/3 LA7/5
6/14	Hawaii Bear	PacFar	SF6/25 LA6/29
6/19	Mail	Pioneer	NY Bo Pa Ba HR
6/23	Leise Msk	Maersk	NY8/2
6/28	Dale	Pioneer	NY Bo Pa Ba HR
6/29	Wm. Lkinich	PacFar	SF7/10 LA7/14
7/9	Grete Msk	Maersk	NY8/17
7/24	Oiga Msk	Maersk	NY8/31

#### SHIMIZU

6/11	Laura Msk	Maersk	NY7/18
6/26	Leise Msk	Maersk	NY8/2



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 7/27 Olga Msk Maersk NYB/31  
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 6/15 Hawaii Bear PacFar 6/25 LA6/29  
 6/15 Laura Msk Maersk NY7/18  
 6/19 Canada Bear PacFar SF6/29 LA7/3  
 6/22 Mail Pioneer NY Bo Pa Ba HR  
 6/29 Indian Bear PacFar SF7/10 LA7/14  
 6/30 Leisa Msk Maersk NYB/2  
 7/8 China Bear PacFar SF7/20 LA7/24  
 7/9 Aso Maru NYK LA7/31  
 7/10 Dale Pioneer NY Bo Pa Ba HR

7/15 Grete Msk Maersk NYB/17  
 7/31 Olga Msk Maersk NYB/31  
 8/15 Jeppeisen Msk Maersk NYB/15

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<sup>2</sup> Accepts freight for New York, with transhipment at Cristobal, C. Z.

## Packaging line Q & A's

More questions-and-answers from the 13th Annual Forum of the Packaging Institute. The questions were answered by W. P. Schommer, of the Manufacturing Department of General Mills, Inc.

**Q**—How are standards established to determine line efficiency? Do you use an equipment manufacturer's blurb, or do you determine your own standards?

**A**—We stick close to the manufacturer's rated speeds. Most of our equipment is rated for 60 packages a minute, and our standard production quota is set at this figure. This means that our lines run at 70-72 packages a minute.

In setting standards for line efficiency, one must consider the nature of the product and package. Free-flowing products with uniform density can be handled by volumetric feeders at higher speeds than non-free flowing items or materials with varying densities. The latter two products require net or gross weight machines.

If the carton requires a liner, it is doubtful that liner-forming units can run at speeds higher than those rated by the manufacturer and still produce a satisfactory amount of liners with good side seams and top and bottom folds. However, if liners are not used, higher speeds can be attained.

Factors to consider in setting up standards are type of product and equipment, use of carton liners, and length of operating time.

**Q**—How do you handle your finished cases at the end of the packaging line?

**A**—A caser at the end of each line manually loads the containers and then slides them onto a conveyor that carries them to automatic case sealers.

When more than one line is running the same size cartons and shipping cases, a gather-up belt feeds the containers to a single case sealer. A single case sealer is used for each line handling a different size carton.

At our California plant, we use automatic, self-adjusting case sealers. A conveyor, running in front of several lines, picks up the different size cases and carries them to the overhead case sealers. Sealed cases are then conveyed to the warehouse.

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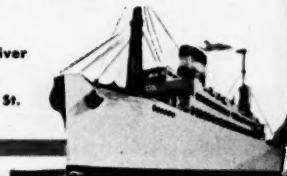
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### Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from:		Visible Supply—1st of Month	Total
			Others	Total		
<b>1950</b>						
October	1,844	1,092	820	1,912	1,073	347
November	1,306	823	501	1,324	932	369
December	1,256	822	457	1,279	909	428
<b>1951</b>						
January	1,768	1,037	742	1,779	1,019	355
February	2,012	987	912	1,899	1,051	438
March	2,342	1,321	935	2,256	1,244	440
April	1,461	893	812	1,705	1,069	486
May	1,310	741	602	1,343	887	395
June	1,314	778	622	1,400	920	332
July	1,244	738	646	1,384	739	357
August	1,038	479	588	1,067	559	360
September	1,189	769	401	1,170	836	300
October	1,459	929	410	1,339	998	303
December	1,538	820	592	1,412	1,008	184
<b>1952</b>						
January	2,006	1,150	882	2,037	1,123	211
February	2,138	800	1,041	1,841	926	327
March	1,002	952	732	1,684	1,033	504
April	1,569	908	786	1,694	953	458
May (1-15)	491	266	289	555	—	—

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### The Coffee Outlook

Coffee folk have been poring over the import figures for 1951, and some of the conclusions they point to make one feel an even deeper respect than we've had before for this coffee industry of which we are all part.

To begin with, as NCA indicates, coffee was the leading commodity imported into the United States for consumption in 1951. But not only was it the top import, it accounted for a whopping 12.5 per cent of total U. S. imports during the year.

Official figures show that the 1951 imports reached 2,693,000,000 pounds, valued at 1,300,000,000 dollars.

These are tremendous totals, and might be kept in mind when you next hear some one on the street complain that the industry is coming apart at the seams. You might remind him that we are a billion-dollar industry, and then some.

Just by way of comparison, the second largest import was crude rubber, with a dollar value of \$808,000,000.

NCA draws some interesting parallels. In 1949 we imported 2,923,000,000 pounds of coffee, for which we paid just \$795,000,000. As between the two years, the pro-

ducer received an increase of something like \$566,000,000, this source estimates.

Moreover, according to these figures, the consumer paid only \$578,000,000 more for coffee in 1951 than she did in 1949. In other words, returns from production increased by about 48 times the amount charged for increases in all branches of distribution.

Out of the \$12,000,000 chargeable to increases on account of the United States trade, the industry here had to pay increases in every branch of its operations: higher freight rates, increased insurance, higher labor costs, increased financing charges, etc., etc.

"Obviously, the spread between the increased cost of materials and services and the final selling price was too narrow for a satisfactory profit," NCA points out.

"It is possible to argue, however, that a lowering of profits was, in the long run, wise. The prices we paid for green coffee were high enough to encourage the fastest possible increase in production, which we must have to live and to grow, and the prices charged consumers were not so high as to jeopardize our position as the number one beverage industry."

(Continued on page 82)

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# Editorials

## Coffee is big business

Everyone in the coffee industry is aware, in at least a general way, that he's part of a pretty big business.

It's good to take a look, however, at some of the specific details. They deepen your feeling of respect for this industry of which you are part.

It's a bigger business than some of us may realize—especially if we tend to lose sight of basic movements under the stress and strain of daily problems.

Take the fact that coffee was the leading commodity imported into the United States for consumption in 1951. Not only was it the top product in this respect, coffee also accounted for a large proportion—12.5 per cent—of all U.S. imports during the year.

This fact alone is a clear indication of the importance of coffee in international economy.

Official figures show, moreover, that 1951 imports of coffee totaled 2,693,000,000 pounds, valued at \$1,300,000,000.

If in the welter of headaches of the moment you've entertained at all the feeling that the coffee industry is slipping, these totals can help you reach a sounder perspective.

Not only are we a billion-dollar industry and better, on the basis of raw coffee alone, but if we were to add transportation, processing, packaging, merchandising, brewing equipment and other allied fields, we would come up with a total making us a very vital part indeed of the economy of this country.

Some comparisons have been worked out to shed light on the position of the American trade today, as compared to two years ago. These comparisons give an overall picture of what individual roasters know firsthand, narrowed operating margins.

In 1949 we imported some 2,923,000,000 pounds of coffee, for which we paid \$795,000,000. As between the two years—1949 and 1951—one source has estimated that the coffee producers received an increase of something like \$566,000,000.

This source also figures that consumers in this country paid only \$578,000,000 more for coffee in 1951 than they did in 1949—and points out that returns from production increased by about 48 times the increase from all branches of distribution.

Out of the \$12,000,000 difference between the increase paid by consumers over the two years and the increase received by producers, the United States trade had to pay for higher costs all the way down the line—freight, insurance, labor, financing charges, etc.

Of course any such estimates must be considered just that

—estimates, and in other hands the figures might yield somewhat different results.

Nevertheless, roasters especially are very much alive to one of the facts on which these conclusions touch—that the margins on which many of them have been operating are uncomfortably slim.

## Coffee can be bigger business

Big as the coffee industry is, one of the healthy factors in its make-up is the awareness that the business can be a whole lot bigger.

We know the top hasn't been reached because we have a pretty good idea of where additional consumption can come from.

Right now, for example, the trade is gathering momentum behind the Pan-American Coffee Bureau's coffee-break campaign, one of the largest industry-wide efforts for coffee any of us have seen.

To the extent that this drive succeeds, to that extent will extra consumption be lifted out of the potential into the actual.

Extra consumption . . . extra volume . . . extra profits.

In these days of close margins, such extra business may be the most feasible way—by using plants and other equipment more fully—to achieve a larger net.

## Building your iced tea sales

Whether they realize it or not, tea packers have an asset for stepping up their volume which other trades look at with deep envy.

That asset is the two-ounce formula for public service iced tea.

Here is a formula which at the same time sells at least twice the amount of your product, makes a brew which consumers like better and come back for, and improves both sales and profits for your customers.

Fortunately, packers can take advantage of the formula in the easiest possible way. Point-of-sale material tied in with the "best summertime refresher of them all" campaign is available to them at cost from the Tea Council.

"At cost," it might be mentioned, is less than what the packer would have to pay to get equivalent material made up on his own. Through the Tea Council, he shares in the benefits of large production, with low cost per unit.

In addition, packers can best back the two-ounce formula, to their own profit, by packing and selling only the two-ounce tea bag to the institutional market. Restaurateurs will take confidence from your own faith in the two-ounce formula—and similarly will be skeptical of a two-ounce approach offered to them with one-ounce bags.

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# Mid-year meet sparks iced tea drive

Iced tea, already in a leading position, can become the dominant summer beverage, in the United States, some 250 members of the Tea Association of the U. S. A. were told at their mid-year meeting of the Hotel Plaza, New York City, on May 1st.

"America still offers plenty of opportunities to the businessman, but he has got to go out and fight for them," Arthur ('Red') Motley, publisher of *Parade*, special speaker at the luncheon, told the Tea Association men.

"We used to hear a lot of talk about 'rugged individualism,'" Mr. Motley said. "I wish we hadn't lost that expression. Most of our problems we make ourselves. Too many businessmen find it too easy to get someone to pass a law to fix up something for them. If we don't use it, we're going to lose what rugged individualism we've got."

Mr. Motley drove home his message of "Use it, or Lose It," between gales of laughter at his rough and ready humour.

"I think you fellows have got a great opportunity," he went on. "I had always been a coffee drinker—now, I drink tea in the morning. I didn't think I'd like tea, but two years ago I went to England, and there they serve tea. You have to drink tea, there's no question about it. And I found I liked tea. Now I have tea and serve it every day. What you must remember is that appetites change and can be changed."

He told the story of Seven-Up, the Necchi Sewing Machine and Iceman's Ice, which because of vision, ingenuity on the part of the men behind them, and belief in themselves, have achieved great success and prove his point that there is opportunity for the businessman who will go after it.

## Free to compete

"That's the wonderful thing about this country," he said. "We're free—free to go out and compete with the biggest. That's what's made this country."

"Someone asked me the other day," Mr. Motley concluded. "What happened to the Gods on Mt. Olympus? Did someone destroy them? No one destroyed them. People just stopped believing in them. If you ever stop believing in our present American way of life, that's all that needs to happen. We'll be destroyed, not by war, not by bombs, but destroyed as surely as if Stalin marched up Fifth Avenue with his tanks and his armies."

There will always be a place in America for the small storekeeper, Carl Dipman, editor of *Progressive Grocer*, told the Tea Association's members at the opening of the afternoon session, which was presided over by Herbert C. Claridge, president of the Tea Association.

"Business has tended to drift to the large store," Mr. Dipman said. "There will be still more large stores. But this does not spell the death of the small storekeeper. He will always be with us, even though each year he will handle a smaller proportion of the total food sold."

"The food store has the lowest cost of distribution. It takes a smaller amount of the consumer's dollar than any other class of store," Mr. Dipman went on. "Food retailers have made more progress in the last 15 years than in any century in history. The housewife is, indeed, fortunate to have such a large number of fine, efficient, pleasant food stores."



Herbert C. Claridge, president of the Tea Association of the U.S.A. welcomes tea men and friends from allied trades at the luncheon which opened the mid-year meeting of the industry in New York City.

Mr. Dipman urged the Tea Association members to protect their brands. "We've got to do everything we can to protect the price," he said, "if a dealer is stupid enough to put on a price war, the manufacturer can step in. He can persuade the dealer to put the price back where it belongs."

"Last year, when business was good, we had terrific price wars. What will it be when it really gets tough? So let's do everything we possibly can to keep the margin."

John F. Holloran, of the Salada Tea Co., who recently returned from India and Ceylon, projected onto a screen enlarged Kodachromes he had taken of tea growing and processing, describing each picture as it was shown.

Anthony Hyde, president of the Tea Bureau, Inc., and vice chairman of The Tea Council, read "Report From the Tea Council" for Robert B. Smallwood, chairman of the Tea Council, who because of illness was unable to attend.

"One thing that all of us realize," Mr. Smallwood's report said, "is that with the amount of money we have to do the job, we face a very challenging task. I will say this, and I think I can say it safely in front of our guests from the restaurant and grocery fields—in the past two years there has been an almost revolutionary change in the general climate of opinion about tea."

"Both restaurants and grocers are very much more aware of the sales and profit potential of tea than they have ever been before. I might say, parenthetically, that so are some of our competitors, or so it seems, because we're having to fight harder for business than ever. But, I think in the long run this is a good thing for all of us, and it is bound to broaden the market for all of us."

Samuel Winokur, vice president of the Tea Association, conducted the business meeting which followed the speeches, and C. William Felton, also vice president of the association, led the forum with which the program concluded. Refreshments and a social hour followed.

Among the guests of honor at the meeting were Brigadier General R. P. Hollis, Colonel F. G. Thompson, and Lieutenant Colonel William T. Bell, of the U. S. Army; Dr. Arthur S. Lall, consul general, and Romesh Bhandari, vice consul, of India; F. G. Burritt, of the British consulate; D. Suroto, of the Indonesian consulate; C. F. Hutchinson, U. S. Tea Examiner, and John Zaic, of his office.

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**Lawrie**  
Producers and Exporters of

quality



TEAS

Established in 1867, the house of Lawrie has behind its existing organisation an unrivalled record and a wealth of experience, which has culminated in the Company becoming one of the largest Exporters of Tea from North India.

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Maylor Avery Ltd.,  
1307, Burrard Street,  
VANCOUVER.

# Iced tea can dominate summer drinks

By EDWARD M. THIELE, Leo Burnett Co., Inc.

*This report on iced tea advertising for the coming season is based on Mr. Thiele's talk at the mid-year meeting of the Tea Association of the U.S.A., held last month at the Hotel Plaza, New York City. Mr. Thiele is account executive for the Tea Council with the Burnett advertising agency.*

It is fitting to dignify iced tea with a meeting of its own. Previous conventions have been held in the fall, and appropriate to the season, hot tea has held the spotlight.

Coming as it does between the hot tea and iced tea seasons, this mid-year meeting is timed perfectly to contrast the two products. And they are two products—consumed by different people, in different geographic areas, for different reasons.

We are all well aware of the psychological problems involved in hot tea and the advertising approach which was adopted to overcome them. In approaching the iced tea advertising problem for 1952, we made a completely fresh start—without inhibitions or built-in conclusions. We examined iced tea as a product and the market in which it competes objectively and independently of hot tea.

Before discussing the advertising itself, a capsule review of some of this research is appropriate. First, let's look at iced tea as a product.

Any summer beverage to be popular must have some of the following attributes: 1. It should be refreshing; 2. It should quench the thirst; 3. Its flavor should be popular; 4. It should be cooling; 5. It should offer stimulation; 6. It should be inexpensive; 7. It should be convenient; 8. It should be a wholesome family drink; 9. It should be sweet or not sweet; 10. It should be carbonated or not carbonated.

In other words, if we were to set out to invent a wholly new and presently unknown summer beverage, the qualities



Edward Thiele at the mid-year meeting of the Tea Association.

should be considered. These are the attributes that the American public demands in a summer beverage.

Now let's see how iced tea stacks up in this objective analysis.

Because the first four qualities (refreshing, thirst quenching, taste, cooling) are largely a matter of consumer opinion, our research people devised a method of finding which summer beverage met with the most favor in each category. Several sample headlines were developed, each of which had as a key word either "refreshing", "thirst", "taste" or "cooling". These headlines were shown individually to consumers. At the same time they were asked whether the headline best described a soft drink like Coca Cola, a fruit drink like lemonade, or iced coffee, iced tea, beer, ale or milk.

When the answers were tabulated, the results were astonishing!

In these four categories iced tea was preferred by more people than any other beverage. Among tea drinkers the margin was even more impressive. Iced tea was considered more *refreshing* by two to one over the nearest competitive beverage—in spite of the fact that Coca Cola has been using the slogan, "The Pause That Refreshes", for years. Iced tea was believed more *thirst quenching* than other beverages by almost two to one. In *taste* iced tea was still way ahead three to two and in *cooling* again two to one. So iced tea certainly qualifies as a great summer beverage in these four considerations.

The *lift* factor is obviously important in summer beverages. The sale of liquor and beer as well as caffeinated cola drinks testifies to this. Here tea gets a plus. Tea is *less expensive* than any drink except water. The *convenience* of tea is often overlooked. Tea—several weeks' supply—is available in a cannister on the pantry shelf. Anyone can make iced tea on a minute's notice.

The stigma of being "not for children" has never applied to tea to the degree that it applies to other stimulating beverages. In its iced form tea loses this stigma completely. In some sections of the country children drink almost as much iced tea as they do milk. Iced tea is a *wholesome* mealtime

(Continued on page 76)

## GEO. C. CHOLWELL & CO., Inc.

Established 1876 — 75th Year

**"Whose name is known wherever tea is grown"**

40 WATER STREET  
4-6 COENTRIES SLIP, N. Y. C.

# TEAS

Member, Tea Association  
of the U. S. A.

Agents U. S. A. for Alex. Lawrie & Co., Ltd., London, England; Balmer Lawrie & Co., Ltd., Calcutta, India; Bettis Hartley & Huett, Ltd., London, Calcutta, Colombo

Look what happens to

iced

when restaurant owners



**100% increase.** "We adopted and promoted the 2-ounce per gallon Iced Tea formula and our sales of Iced Tea increased over 100%." — Walter Droba, Director of Food Service, Marshall Drug Co., Cleveland, Ohio.



**Sales up 100%.** "In 1951 our Iced Tea sales were up 100% over 1950—thanks to our adoption and promotion of the 2-oz. formula." — J. C. McKay, Dixon's Drug Stores, Macon, Georgia.



**200% gain.** "Even though we had very poor water, when we adopted and promoted the 2-oz. formula, our Iced Tea sales went up approximately 200%." — Hilliard Lubin, Mgr., Washington House Restaurant, Chester, Pennsylvania.



**Twice as many sales.** "Liggett Drug Stores (Atlantic Division) more than doubled their Iced Tea sales after use of the 2-oz. formula." — Samuel Morgan, Promotion Manager, Eastern Division, Liggett Drug Stores, New York, New York.

# tea sales

## switch to the 2-oz. formula...



**Business doubled.** "We more than doubled our sales by switching to the 2-oz. formula for homemade flavor Iced Tea." — Paul Taubman, Pres., Penthouse Club, New York, New York.



**71% jump.** "The best thing that ever happened to our Iced Tea business was when we adopted the 2-oz. formula. Our sales jumped 71%." — Joe Schensul, Owner, Schensul's Cafeteria, Kalamazoo, Michigan.

### Sell the 2-oz. formula to your institutional customers

The best way to build your business is by building the business of your *customers*.

That's just what you do when you push the 2-oz. formula to your restaurant accounts. The public gets the kind of tea it likes best. Restaurants increase their sales and their profits. You sell more tea.

All the point-of-sale material you need to make this Iced Tea plan work for you is available at printer's cost. For full information on how your salesmen can make the most of the 2-oz. success formula, write today.

**TEA COUNCIL**

500 Fifth Avenue, New York 10, New York

JUNE, 1952

#### Keep this profit picture before restaurant owners

	Average costs
Two 1-ounce tea bags .....	\$ .18
2½ lemons .....	.10
½ pound sugar .....	.06
10 pounds ice cubes .....	.10
Total costs of ingredients .....	<hr/> .44
For 20 servings at 10¢ restaurants receive ..	2.00
Restaurant owner's gross profit ...	1.56

## Tea leads at lunch, dinner during summer, according to Roper survey

Tea, iced and hot, shares honors with milk as America's leading summer lunch and dinner beverage, according to a survey by Elmer Roper.

Of every 100 individuals over the age of 12 in the United States, 30 drink tea with these meals in summer, another 30 drink milk while only 27 take coffee. Twenty-two of the tea drinkers take theirs iced, the survey shows.

### More iced tea at dinner

More iced tea is drunk at dinner during the sweltering months than at any other meal, 49 per cent being consumed at that time. Lunch, with 41 per cent, is the second favorite iced tea meal. Only 10 per cent of the iced tea drunk in this country is taken between meals and at breakfast.

Southerners are the nation's greatest consumers of iced tea with lunch and dinner in the summertime. Of every 100 adult residents of the southern states, 39 take iced tea and two take it hot while only 20 choose coffee and 30 milk. Among the 12 to 17-year-old southerners, 43 of every 100 prefer iced tea, 45 take milk and four coffee. Although southerners may consume a lot of soft drinks between meals, their average at meal times is low, only four out of 100 adults and six of the younger group choosing this type of beverage.

Residents of the Central States are the next largest con-

sumers of iced tea with these meals in summer, with 20 out of every 100 drinking their tea iced and nine taking it hot. Milk is the chosen drink of 25 while hot coffee is preferred by 36 and iced coffee by two. Of the 12-17 age group in these states, 16 drink iced tea with these meals, two take it hot, 61 prefer milk and seven take coffee.

Tea drinking New England prefers its favorite beverage hot. Of the 33 out of every 100 adults who choose tea with these meals in New England in summer, 22 take it hot. Milk is the drink of 24 of the 100 and coffee is the choice of 32. New England 12-17 year olds like their tea hot, nine out of every 100 choosing hot tea to four who take it iced, with their summertime meals. Seven of this group take coffee and 62 milk.

Hot tea has a slight edge over iced tea as a summertime drink in the Middle Atlantic States, with 15 out of every 100 adults choosing it hot to 13 who take it iced with these meals. Milk is the chosen drink of 25 in this group, hot coffee of 32 and iced coffee of 13. Among the teenagers in these states, 14 of every 100 prefer iced tea with their summertime meals, four like their tea hot; 65 choose milk; five take hot coffee and two iced coffee.

### Pacific States preferences

Pacific States adults also prefer hot tea to iced with these summer meals, 15 of every 100 taking hot to 12 who choose iced tea. Milk is the choice of 26 while 30 take hot coffee and two iced coffee. The 12 to 17 year old in the Pacific states, however, prefer their summer mealtime tea iced, 14 of every 100 taking it iced to two who drink it hot. Hot coffee is the choice of four in this group, iced coffee of one and milk of 56.

IHW<sup>T</sup>  
A

### Japan Green Tea

New crop Japans are now in production and  
we suggest that your order be placed with us  
promptly to secure these desirable green Teas.

**IRWIN - HARRISONS - WHITNEY, INC.**

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)

#### TEA IMPORTERS

CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)

MEDAN (SUMATRA) • TAIPEH (FORMOSA)

An intimate friend of the writer, after devoting 30 years to the Calcutta tea trade, recently retired to London for permanent residence. He associated himself with a very old and distinguished brokerage firm, with whom he will become active when the United Kingdom's controls on tea, including rationing, are discontinued.

Before leaving India, this experienced tea man decided to go to Assam. It was to be in the nature of a farewell visit to some of the tea gardens he knew well.

He found that in the five years since his last visit to the area, methods of agriculture had changed—and he feels these changes may be a reason for



Robert A. Lewis

alterations in the character of North India tea.

He also cites the serious fuel shortage in Assam as one reason for inadequate firing of tea, accounting to some extent for a dullness in the cup noticed over the past two or three years.

So interestingly has he reported his observations, and with such point, that I am passing his report on to you as he wrote it.

My own feeling is that it is important for tea men to be alerted to the growing conditions which are now prevalent.

R. A. L.

## Tea leaves

pointed comments by a tea trade dean

By ROBERT A. LEWIS

# India tea and agricultural changes

By JAMES G. BOOTH-SMITH, Guest Columnist

On the subject of the general quality of Assam manufacture, the whole industry in the past six or seven years has endeavored to increase crop output to an approximate figure of 1,600 pounds per acre, which is considered to be an economic figure, if gardens are to survive any price recession. This surmise is, of course, purely speculative, and has been based (perhaps erroneously) on the M.O.F. contract, which ran for 11 years.

However, the fact remains that gardens are trying to produce 1,600 pounds per acre, and are achieving this by various means, which are outlined as follows.

1. *Replanting.* Certain areas yielding only 700 to 1000 pounds an acre are being rapidly replanted at a rate that will place most gardens in an entire new postwar position in another five to ten years, so far as their planted area is concerned.

2. *Manuring.* The concentrated use of artificial manures has been intensified and is now very widespread. Today scarcely a garden exists that does not depend for a large proportion of its crop on an artificial manuring programme. Contrary to popular belief, these fertilizers do not induce

coarse growth, and the effect of nitrogen (compounds of which are the main fertilizing media) on the tea bush is to increase the number of buds and shoots on each branch and limb of the bush, thus giving a greater number of plucking points and consequently a bigger leaf yield.

3. *Cultivation.* The methods of cultivation have changed radically since the war. The main endeavor of the planter is to obtain a complete "set" of tea, as it were, with all sides of the bushes touching and their tops absolutely flat. This has been achieved by slashing the tops at the end of the plucking season, and allowing the stems and leaves thus severed to fall to the ground and become humus.

The actual surface of the ground is no longer broken by hoeing and scarring, but raked with a flat hoe, which scrapes off the few surface weeds to form humus.

The effect of these new methods has been to eliminate almost entirely weeds from the planted area, as the bushes themselves exclude all sun and light from the ground, and in addition obtain the full nourishment given out by the soil.

4. *Pruning.* The art of pruning has likewise undergone a complete change. Due to the desire for widespread flat-

**BOUKOURIS & CO., LTD.**

80 BROAD STREET, NEW YORK 4, N. Y.

**QUALITY TEAS**

MEMBER: TEA ASSOCIATION OF THE UNITED STATES OF AMERICA

topped bushes, the center of each bush is cut out at the age of one year, and the sides encouraged to branch and thrust upwards in the form of candelabra. New forms of insecticide and solutions for pest prevention enable the cut-back bushes to resist fungus and disease, and their general health today has improved beyond recognition.

#### Effect of new methods

The cumulative effect of these new and improved methods of cultivation has in turn changed the annual work program of the gardens, as much more time is now spent on the agricultural side of production. It has been found from experience that bushes yield more freely at the beginning than at the end of the season, and that full flushing does not take place until pruning has been effected.

Therefore, the sooner the bush is pruned and trimmed ready for the next season, the sooner may its first flush be expected; it will, in fact, follow closely on the early rains, which normally take place in March. Gardens that used to be plucked in December are now abandoned at the end of November, when slashing and pruning at once takes place in order to bring the leaf into production much earlier than was the case ten years ago, at which time tea was first picked in May or June, i.e. when the pruning and cultivation was finished.

A close study of the monthly crop returns for North India over the past few years will illustrate this point, and improved pruning methods have not only brought about an earlier crop but, in fact, have altered the entire character of the tea produced.

The conclusions to be drawn from the above are as follows:

1. That large crops from Assam have come to stay, and unless climatic conditions are unfavorable, or other factors

enter the situation, they will progressively increase as new tea planted since the end of the war comes into bearing.

2. That green first-flush teas, such as were known before the war, will in most cases cease to exist, and early manufactured teas will have both tip and "on-second flush" characteristics.

3. That the second flush period generally will begin much earlier and extend until the heavy rains, and the general crop harvested in the first three months of the season will be of good average quality.

4. That very little fine second flush tea will be manufactured in future, as fine plucking is a thing of the past.

5. That fine autumnal teas will never be manufactured again, as the planter prefers to utilize his labor for slashing and pruning rather than for harvesting a small crop of slow growing, bright liquor autumn tea. In other words, manufacture will more or less cease at the end of November, and teas will be heavy and thick without fine flavor.

Particular emphasis must be placed on the fact that the season so far as Assam is concerned has been *advanced* by approximately six weeks by the new methods of agriculture. The buying of fine teas should, therefore, be concentrated in the first three months of the season, as the final plucking is most unlikely ever to yield good autumnal teas, such as were known ten or fifteen years ago.

#### Tea production up in Peru

The trend is growing to reduce imports of all food products into Peru and to increase production to meet local demand. It is possible that imports of tea will eventually be reduced to the better blends, which will be available to persons in the higher income brackets.

### Branch Sales

#### Offices:

BOSTON

CHICAGO

SAN FRANCISCO

*Tea Importers*

**HENRY P. THOMSON, INC.**

120 Wall Street

New York 5, N. Y.

Member: *Tea Association of the U. S. A.*

## 1951 was Japan's best tea year since the war, official statistics show

Tea production in Japan in 1951, according to revised statistics of the National Federation of Agricultural Cooperative Associations, totaled 92,197,685 pounds of which 88,766,830 pounds were green tea, 2,791,816 pounds black tea, and 639,039 pounds other types.

Both by volume and value, 1951 was Japan's best year for tea exports in the postwar period.

Actual official data for the first 10 months of 1951 and estimated data for November and December combined indicate that Japan exported a total of 19,726,040 pounds of tea valued at \$5,960,932. Exports in 1950 totaled 15,944,079 pounds valued at \$5,037,222.

However, tea exports during 1951 were still substantially below the 27,334,835 pounds exported in 1941.

Export prices of Japanese black tea during 1951 differed little from those of the preceding year, but green tea prices decreased. In 1950 the highest price per pound was \$0.42, the lowest \$0.24, and the average \$0.31; but in 1951 the highest price per pound was \$0.38, the lowest \$0.21, and the average \$0.30.

### E.T.C. Holmes visiting U. S.

E. T. C. Holmes, of Balmer Lawrie & Co., Ltd., Calcutta, was in the United States for a brief visit last month.

He arrived in San Francisco, traveled through Canada

and went on to New York, where he made his headquarters with George C. Cholwell & Co., Inc., agents for Balmer Lawrie & Co., Ltd.

After about a week in New York, Mr. Holmes planned to leave for London.

### Place Pakistan tea exports for 1952-53 at 30,000,000 pounds

Pakistan tea exports between April 1st, 1952, and March 31st, 1953, will amount to 30,000,000 pounds, it was officially announced in Karachi, reports K. Askry, of that city.

A revision of the quota is likely to be made at a later date, when the actual crop results of the present tea season can more accurately be assessed.

The Pakistan tea Licensing Committee, Sylhet, will allot quotas to the individual tea estates which will carry export rights without restrictions as to the destination.

**Dear Sir:**

### LETTERS TO THE EDITOR

Dear Sir:

I am sure I am way down the list of readers who have pointed out the error in the amount of the U. K. tea subsidy that is quoted in the editorial on Page 45 of your April issue; but having just seen it, I feel I must point out that "eight shillings" should of course read "eight pence."

Anthony Tasker, Organizing Director  
International Tea Market Expansion Board, Ltd.  
London

## Specialists in Quality Blends

### HAYES G. SHIMP INCORPORATED

230 PARK AVENUE, NEW YORK

The Murray Hill 4-0744

Member: Tea Association of U. S. A.

ALL AMERICA  
LOVES  
LIPTON TEA

LIPTON TEA

brisk flavor,  
never flat!



Brisk Lipton Tea has such a lively, bracing flavor—it's no wonder more people drink it than any other brand. They know that Lipton flavor gives them a lift—every time! Year after year, constant, dependable quality has made Lipton America's favorite tea.

## Tea producers worried by slump in prices; call U. K. action late

The tea producing industry is heading for a period of unprofitability, warns The Tea and Rubber Mail, London. The slump in prices, which started towards the end of last year, has now reached the stage where only quality teas are being marketed at a profit.

The position of the medium and common producers is precarious, with only the prolific yielders able to snatch a bare margin of profit, this source declared.

Already these are signs that Pakistan and Cachar producers cannot continue indefinitely with selling prices at their present value.

Hopes that the downward drift would be halted as a result of the ration decision and the prospect of all restrictions coming off tea by the end of the year have not matured. On the contrary, the fall appears to have gained momentum.

The belief that the British Minister of Food was unduly cautious and belated in arriving at the decision to raise the ration, which does not take effect for four months, would appear well founded, as the price structure has since weakened, reflecting the somewhat choked supply line, the publication pointed out.

The heavy weight of arrivals comes to a market already well stocked, and with buyers reluctant to increase their commitments beyond a reasonable amount, the teas coming forward are meeting an unwilling market.

### Says Americans will drink 6,000,000,000 glasses of iced tea during 1952 summer

Before the frost comes around again more than 6,000,000,000 glasses of iced tea will have gone down thirsty American throats, predicts the Tea Bureau.

#### iced tea can dominate

(Continued from page 69)

beverage for the whole family.

To be "sweet or not-so-sweet?" This is the question that confronts the beverage manufacturer. Happily iced tea has no problem here; each person can sweeten tea to his own taste.

It has been said that nothing is perfect, and here we come to a final qualification which tea does not meet 100 per cent—carbonation. Homemade iced tea is not carbonated. This is perhaps a prime reason for iced tea's popularity as a mealtime drink. About 97 per cent of the mealtime beverages consumed are non-carbonated. So this deficiency enables iced tea to match the mealtime desires of America. If you can't be both, better be non-carbonated.

A chart prepared by Dr. Zeisel of the Tea Bureau from figures furnished by Elmo Roper further indicates the strength of iced tea as a product. Practically unknown a few years ago, iced tea now shares leadership as a summer beverage. Out of every 100 beverages drunk for lunch and dinner, 30 of them are tea, 27 coffee, 30 milk, 3 are soft drinks and 10 are miscellaneous.

Out-promoted and out-advertised in this highly competitive market iced tea *shares leadership*. Looking at these figures in a little different manner, 78 per cent of the market is dominated by "all others." If we were to get an 8 per



Uncolored

JAPAN

GREEN

TEA

is back!

—ask your Importer



Tea Council opened drive with this Life magazine advertisement.

cent additional portion of this market, it would mean 10,000,000 more pounds of tea.

We firmly believe that iced tea can well become the dominant product in the entire summer beverage market and

will eventually own up to 50 per cent of the business. On this premise we have built our advertising for the summer of 1952.

Few markets are more responsive to promotion than this beverage market and, as a result, few markets offer more intensive advertising competition. Your iced tea advertising this summer will be competing with some of America's leading advertisers. Coca Cola, Seven-Up, the beer industry, the dairy industry combine to make the summer marketplace for beverages the battleground of giants. Millions upon millions of dollars of advertising will compete for the eye, the ear, and the tonsils of this tremendous beverage market. Coca Cola alone spends over \$5,000,000 in media.

The tea industry cannot match dollars with these people. Our dollars must work harder. We can't out-slug them—we must out-think, out-scheme and out-merchandise them. In preparing this year's campaign, we were ever mindful of this fact.

Since iced tea must compete with *big* advertisers in a *big* market, *big media* was chosen to carry the iced tea story—Life magazine and 24-sheet posters.

Life, America's biggest magazine, is the backbone of our national promotion with four four-color bleed page insertions—June 9th, June 30th, July 14th and August 4th. Life reaches over 26,000,000 readers per issue and is one of the most potent forces in the country, particularly in selling food items.

"Best Summertime Refresher of Them All!" is the headline which people said applied to iced tea more than to any other beverage.

Broad claims are not good advertising claims if they become unbelievable to the public. Although preliminary re-

## HALL & LOUDON

ESTABLISHED 1898

### TEA BROKERS

We offer a comprehensive Tea Brokerage service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5

## FREDK. EDWARDS & SONS

120 WALL STREET, NEW YORK

MEMBER: TEA ASSOCIATION OF THE U.S.A.

### TEAS

#### AGENTS FOR

GEO. WILLIAMSON & CO.  
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and

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WILLIAMSON, MAGOR & CO.  
CALCUTTA, INDIA

WHITALL & CO.  
COLOMBO, CEYLON

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BATAVIA, JAVA

MANUEL SARAIVA JUNQUEIRO  
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LIAZI AGRICOLA LTD.  
MILANGE, PORTUGUESE E. AFRICA

CHUN HO COMPANY, LTD.  
SHANGHAI, TAIPEH

# HAYES G. SHIMP (CANADA) LTD.

*Coffee Brokers  
Tea Importers*

15 TORONTO STREET  
TORONTO 1, ONT., CANADA



PRODUCTS OF STANDARD BRANDS INCORPORATED

search certainly justified the use of this headline, we were still a little skeptical—it was almost too good to believe—so we had it rechecked. This headline was again shown to consumers along with several others less broad. They were asked, "Which headline best describes your opinion of iced tea?" Again the results showed that this headline was believable and acceptable by a conclusive margin.

The poster advertising will appear in 34 markets from coast to coast with a population of 35,135,000 people. They represent over 40 per cent of the food sales of the country.

#### Newspaper coverage, too

In addition to these outdoor markets, Houston, New Orleans, Atlanta, Washington, Birmingham and Dallas will receive newspaper coverage.

Outdoor advertising offers some unique advantages for iced tea. Billboards sell 18 hours a day, seven days a week for 62 days right through the best iced-tea weather. Because we blanket the two hottest months, we automatically advertise on the best iced tea days. Travel and outdoor activity are at their peak.

Our message will be exposed to each viewer an average of 21 times per month. Each city will receive a 100 showing in July and a 50 showing in August. A 100 showing is an arbitrary number of boards which is considered sufficient in a city to do a saturation job, reaching 92 per cent of the population. A 50 showing represents one half of this amount of boards, but reaches 79 per cent of the population.

If you wish to add an astronomical figure to your collection—try this one: Billboards will project 823,536,000,000 exposures on iced tea during these two months. This is the relentless kind of repetition which will drive iced tea into the consciousness of the public. In addition to repetition, billboards offer the advantage of size. By sheer weight they give importance to a promotion.

#### Merchandisable media

Both Life magazine and billboards are highly merchandisable media and help make this advertising appealing to the grocery trade. In addition, the Tea Council offers a splendid program to merchandise this advertising. A calendar of events features a reprint of the Life advertising and the billboards. It helps the dealer plan his promotions by giving him actual dates of ads and events with which he can tie in. It also describes point-of-purchase material. These folders are available to packers for salesman's use.

The tie-in material consists of a jumbo poster and a smaller poster, available with or without imprint. Restaurant material is also available.

This is your industry iced tea advertising for 1952. We're proud of it. It's exciting advertising.

But it's not enough for us to get excited about it. We've also got to excite every tea salesman and every grocer and every restaurant manager, and we've got to keep them excited.

Combine this excitement with a wonderful product, a well-planned merchandising campaign, some of Bill Treadwell's grand publicity and—well, all you need is the hot weather.

This promises to be iced tea's greatest season. We now share leadership. Let's not think in terms of holding our own or slight increases. Let's gear our sales thinking to the size of the opportunity that exists for iced tea. Let's go out and get another 20% of the summer beverage market. It rightfully belongs to us!

## Packaging

# Packaging for self service

By HOWARD F. LOCHRIE

*This article is from a talk by Mr. Lochrie to the recent Packing Conference of the American Management Association, held in Atlantic City, N. J. Mr. Lochrie is manager of Advertising and sales promotion for the Birdseye Division of the General Foods Corp.*

In all its branches, packaging is our largest industry. American manufacturers all told, now turn out a yearly total of at least 255½ billion product packages.

It's known that the average housewife opens 575 cans a year in her kitchen, and a yearly grand total of 1,696 packages of all kinds.

Packaging for self-service dominates the planning of many, not all, merchandisers of modern food products. I say "not all" because I know that many proprietors of long-established lines are reluctant to swing to new packages from the old, which have customer recognition and good will. However, we have now with us a generation that knows only by hearsay of the old days of personal retail selling.

Between 1940 and 1950, 12,000,000 of our old-timers left the cares of this world behind. Meanwhile, 17,000,000 women became brides and, therewith, disciples of self-service marketing. And, moreover, an entirely new element of 30,000,000 babies came willy-nilly into the buying picture. It is these last millions that to their dying day will know only self-service in its present and its undreamed of forms.

There's no point in arguing here as to which came first: the self-service market or the self-service package.

What really came first was the establishment of the American manufacturer's integrity—meaning honest adherence to high standards of quality and the desire to stand firmly behind his brand name.

Without that, self-service couldn't have gotten very far. And hand in hand with the integrity of the packaged product has gone the integrity of American advertising.

There's no gap between the advertisement that appears in color on the page of a magazine, for example, and the advertisement wrapper about a loaf of frozen string beans. In other words, the principles of packaging for the self-service market are not new.

While some specialists try to make advertising a science, others are trying to give it a soul, to keep it vibrant with life, page by page and package by package. This is but another way of saying that advertising *technique* is subordinate to the *idea* conveyed.

You've seen how TV provides an excellent spot to gain customer recognition of your product package. So when you go in for it, you have to think of how your package will look before the camera, as well as in the market.

Color TV is ahead and the packaging industry has to get set for it. This means that your selection of imprint colors will have to be more careful than ever.

It is in the self-service market, most likely, that your package first meets the customer face-to-face. There it must reflect, if not actually define, the value receivable by the purchaser.

Perhaps your package appears before the shopper as an old friend, just because the two have met through a press advertisement or a TV show. But don't forget that your package must have a friendliness all its own. If it's as friendly and sincere as a puppy in a pet store window, you deserve success. That's the kind of packaging that is so highly important in our great super markets.

Just watch how often in a self-service market a woman will pick up and fondle a package that has attracted her attention. You can be proud when you can say your package has a friendly feeling in the hand, as well as a friendly, persuasive appearance on display. You want its friendliness to stimulate the handler in the store to the point of buying. And if you're the manufacturer, you pray it will stimulate your sales force to pump up its selling.

The future of containers, as I see it, is just as open to advancement as any other division of the packaging industry. And that's saying a great deal, for the whole future of packaging is limited only by men's imaginations.

Here a word about one family trend that the merchandisers of foods want to watch. American families are growing smaller. The most recent disclosure is that 59 per cent (25,000,000) of our families now have three or less members.

If that trend continues, there may be a similar trend in packaging sizes. This is evidenced by the present definite demand for the fractional package. Crackers, for example, now come in several film-wrapper packages within a mother



These coffee containers were recently redesigned to meet new needs.



## FLORASYNTH SPICEAROMES

DILL PICKLE  
DILL PICKLE "K"  
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CELERY  
CATSUP  
BLACK PEPPER  
CLOVE

CUMIN  
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RED PEPPER

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Winnipeg • Florasynth Laboratories de Mexico S.A. Mexico City

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AGENTS AND BROKERS IN

SPICES    SEEDS    TEAS    COFFEES

225 Front Street

San Francisco, Calif.

VANILLA BEANS



ZINK & TRIEST CO.

PHILADELPHIA

package. So do marshmallows. And we have half loaves of bread individually wrapped to make the market loaf.

The consumer doesn't think in terms of the manufacturer's packaging problems. Quite the contrary. Give a housewife a chance to express herself about packaging and you find she thinks in negative terms.

She points to inconveniences . . . poor closures . . . lack of instructions . . . poor color schemes, and so on. It becomes clear that the manufacturer has to think in terms of her problems; above all, instructions, recipes, time savers, and even convenient carriers.

It is in this connection that I remind you how important the package insert has become. It must be regarded as part of the package. And it should meet the same standards set for any other part of the package. That holds true even if the message you want to include is on a fancy tag or some other attachment to the exterior of the product.

"Convenience" is just about the most important watchword in packaging. Especially since all that it implies has to hold good for producer, distributor, retailer and consumer. Convenience may even be a consideration in re-use of the container itself.

The self-service market is today's giant in merchandising. How far it will go, what its influence will be, no one can estimate exactly. Look what it's doing! Figures show it is reducing counter-service stores to a smaller and smaller role in grocery distribution.

The self-service giant has gone on to re-locate a great number of our marketing areas. It has gone to the wide-open spaces. Quickly establishing itself there, at some cross-roads for example, it has become the nucleus of a new community. Our giant has influenced selling in almost every retail establishment I can think of.

Packaging for sales appeal is no more important for the big company than it is for the small one. In the self-service store, anyone's packaging has to be honest . . . informative . . . persuasive . . . and alive enough to reach clear into the consumer's home.

#### Union Bag announces changes in sales organization

The Union Bag & Paper Corp. has announced the following changes in the company's sales organization:

Harold Carlson, formerly of the New York sales office, will supervise flexible packaging sales in Maryland, Delaware, Virginia, West Virginia and North Carolina. He will have headquarters in the company's Baltimore office.

Jack Bostian, formerly of the New York office, will be the flexible packaging sales representative for the states of South Carolina, Georgia, Florida and Alabama. He will operate out of Jacksonville, Florida.

#### Heads PMMI program committee

Charles L. Barr, executive vice president, F. B. Redington Co., Chicago, is chairman of the program committee for the annual meeting of the Packaging Machinery Manufacturers Institute.

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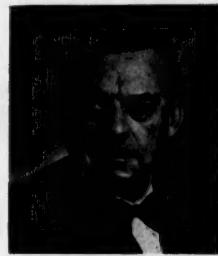
## THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

# Production of essential oils for flavors in the Western Hemisphere

Part 2 – conclusion of an authoritative article

By ERNEST GUENTHER, Ph. D., Vice President and Technical Director  
Fritzsche Brothers, Inc.



Let us now briefly review some other American essential oils important as flavorants. The oldest of these, oils of wintergreen, sweet birch, and sassafras (*Sassafras albidum*), have been known for a long time; in fact the use of wintergreen leaves, sweet birch bark and sassafras root for the brewing of teas dates back to the Indian and Colonial days. These plants are not cultivated; they grow wild, in the United States and Canada. Hence the oils derived from them are genuine American flavors, very popular in North America, but not in Europe and other parts of the world. Production of the oils in the United States has never ceased, despite the high cost of labor, for the simple reason that the plants do not grow elsewhere, where labor might be cheaper.

The so-called Brazilian sassafras oil<sup>1</sup> is derived from the wood of *Ocotea cymbarum*, a tall tree growing wild in the interior of Santa Catarina State. Large quantities of this oil, which is employed chiefly in technical preparations, have been produced since 1938. Although the chemical composition of the Brazilian oil is similar to that of the North American product, the United States Pharmacopoeia admits only the latter for use in flavors and pharmaceuticals.

Another important flavoring oil now produced in the Western Hemisphere is oil of nutmeg. Until about a century ago, nutmeg and mace came only from Malaya, but in 1843 a Dutch ship carrying spices from the East Indies anchored in the picturesque harbor of St. George on the little island of Granada in the British West Indies, and the captain of the ship left with his friends a few nutmegs which were planted on the island. Out of this modest beginning developed Granada's plantations of nutmeg and mace—to-day the most important crop on the island.<sup>2</sup>

In 1945 Granada exported about 2,400 tons of nutmeg and 340 tons of mace. Much of the West Indian spice has been used in England and North America for the distillation of nutmeg oil, particularly during World War II, when the spice from Malaya became unavailable. Unfortunately, however, the odor and flavor of the oils derived from the

Granada nutmeg and mace are not nearly so fine as those of the oils distilled from the Malayan spices.

A similar development has taken place with oil of cardamom. The highest grade of spice still comes from the Malabar Coast and from the Island of Ceylon, but soon after 1900 a German planter in Guatemala imported some cardamom seed from Ceylon and planted it in Copan, at 2,000 feet altitude.<sup>3</sup> Since then many new plantations have been started, and substantial quantities of cardamom seed have been exported—particularly to the United States during the last war. Total annual exports of seed from Guatemala now average 80,000 pounds. Efforts have also been made in Guatemala to produce cardamom oil locally from the domestic spice. Some samples examined by the writer were of very good quality; others were inferior, the result probably of improper distillation. In time the growers in Guatemala will undoubtedly learn to produce oils generally acceptable to the trade.

In this connection, the writer would like to point out some of the difficulties connected with the production of a new essential oil in the Western Hemisphere. The problem is far more complicated than the layman would suspect. Numerous factors, such as availability of planting material, selection of proper soil, altitude, exposure to sun, climatic conditions, irrigation, fertilization, time of harvest, and experience on the part of the grower, enter the picture. In many cases the newly established plants change their character, and in the new environment gradually develop into local varieties. The essential oil derived from such new varieties may be so different that the trade will not accept it as a replacement of the long established imported oil. The procurement alone of the plant material is usually beset with great difficulties, as most foreign countries are averse to giving out material which, they fear, may be used for establishing a competitive industry in the Americas. And if, after many and long attempts, a few plants are finally procured from abroad, it may be years before they are propagated and multiplied in suffi-

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cient numbers to permit planting of experimental plots.

In general, it may be said that in the United States aromatic plants yielding essential oils can be grown economically only if all farming operations are mechanized. In other words, the high cost of farm labor prevailing in the United States must be counteracted by the employment of modern agricultural equipment. Only under this condition may the essential oil be produced successfully—and this, after the necessary "know-how" in planting, cultivating, harvesting, and distilling have been acquired.

An excellent example is oil of dill herb,<sup>8</sup> which years ago used to be imported from Hungary, England and Germany. The first commercial plantings in the United States were started in 1930, since which time this country has become entirely independent of Europe, producing today large quantities of excellent dill herb oil in Ohio, Idaho, and particularly in the Willamette Valley in Oregon.

A similar case is that of wormwood oil, substantial quantities of which are now supplied from Indiana and Michigan.

Oil of coriander offers another example, with a different result; production has been repeatedly tried in the United States, but full success has not been achieved. In Guatemala, commercial lots of coriander oil have actually been produced, but the quality is not yet quite comparable with the standard of the imported oil.<sup>10</sup>

Of the numerous oils which interest the American flavor manufacturer, and which the United States still has to import, we shall mention only two—oil of juniper berry and oil of sage (*Salvia officinalis*). During World War II, many attempts were made to distill the oil from domestic juniper berries growing wild in various parts of the United States and Mexico. However, all these oils exhibited a disagreeable terpentine-like odor and flavor, which prevented their use in high grade liqueurs. To produce juniper berry oil of good quality domestically, it would probably be necessary to introduce true *Juniperus communis* plants from Italy, Yugoslavia, or Hungary, and to establish regular plantations in suitable regions of the United States so that the berries could be collected easily and with a minimum of labor.

As regards oil of sage (from *Salvia officinalis*), which is imported from Dalmatia—for years efforts have been made to produce a suitable quality of oil in the United States, particularly on the West Coast.<sup>11</sup> It is only lately, however, that growers in the State of Washington have succeeded in developing varieties yielding a satisfactory oil, comparable to the Dalmatian product. Whether the domestic oil can sustain competition on the part of the imported oil is now simply a matter of price—a factor which in many cases prohibits production of essential oils in the United States, even when all other conditions are favorable.

<sup>8</sup> *Ibid.*, Vol. IV, p. 193.

<sup>9</sup> *Ibid.*, Vol. IV, p. 619.

<sup>10</sup> *Ibid.*, Vol. IV, p. 199.

<sup>11</sup> *Ibid.*, Vol. IV, p. 610.

<sup>11</sup> *Ibid.*, Vol. V, p. 62.

<sup>12</sup> *Ibid.*, Vol. III, p. 717.

<sup>12</sup> *Ibid.*, Vol. V, p. 94.

### The coffee outlook

(Continued from page 63)

Although some members of the trade may be less able to take this kind of objective view, simply because they are living too close to that narrowed profit, there may be a good deal of merit to the viewpoint.

But it was not the trade which determined the retail prices. Those were governed somewhat relentlessly by costs—and by competition, which in this industry can be very rugged indeed.

# Research in the flavor industry

By DR. ALEXANDER E. KATZ, President  
*F. Ritter & Co.*

In connection with the recent annual convention of the Flavoring Extract Manufacturers' Association, I believe it is important to point out the strides the association as a whole has made for the benefit of its members.

Besides gaining many legal points, the association was instrumental in getting a larger drawback allowance on alcohol used in the manufacture of flavoring extracts. This permits larger utilization of alcohol, which is very important in the aim of manufacturers to produce better flavorings.

The association, since the early twenties, has realized the importance of creating a research committee, on which I served as chairman for two years during the trying war period when travel and other means of communication were difficult and restricted. My predecessor, Louis A. Rosett, was doing a splendid job as head of the committee in 1943 and 1944. I was head of the scientific research committee during 1944, 1945 and 1946.

During these years, my committee and I were restricted from having the opportunity of meeting and continuing together the work which we had started on the investigation of the dermal irritating properties of essential oils and aromatic chemicals. The actual work was done at the University of Southern California in collaboration with Alvah G. Hall, Dean of the School of Pharmacy, and Robert A. Peterson, a special student at the university assigned for this work. Some work was also done by Monroe C. Kidder and myself at the Los Angeles University of Applied Science.

The history of the research committee of the Association dates back to 1924, when Drs. Glassford, of McCormick & Co., Inc., Boyles, of the Jacques Beverage Co., and I, presented at the annual convention our paper relating to the standards of vanilla extract. Then, in 1926, I presented a paper on deterpenization of essential oils which was published at that time in *The Spice Mill*, now *Coffee & Tea Industries*. This paper dealt with the complete and partial deterpenization of citrus oils, actually establishing at the time the possibility of producing concentrated citrus oils such as 2, 5 and 10-fold.

Thus the year 1924 actually marks the beginning of the functions of the research committee of the Flavoring Extract Manufacturers' Association. The fundamental importance of the committee was recognized by the association's board of governors. Dr. B. H. Smith, W. F. Meyer, George M. Armor, Dr. Clarke E. Davis and the late George H. Burnett, who were guiding the association's progress, saw its value to the members.

In all cases, extract manufacturers who didn't belong to



the association benefited by the experiments and the progress achieved through the cooperation of the executive branch and the research committee. It was generally agreed that the flavoring extract manufacturers' function was to make food tastier and more palatable. The committee, which in the beginning was working from year to year donating its time and expenses, recognized that food must contain more than nutritional elements alone. Taste has a paramount value in any food. This is generally recognized by the consumer, by government establishments, such as the Research and Development Associates Food and Container Institute, Quartermaster authorities, etc.

Medical authorities have long recognized that even medicine must have taste appeal so its user will not be forced, a situation true for grown-ups as well as children.

Infants love tasty food, which is shown by the specially prepared infant foods, which are flavored in almost every instance in order to be accepted by the future citizens of our country.

We must realize that taste is not derived solely from sugar, salt, added acid, etc., but acceptance of food depends also on proper aroma, which could be derived from flavoring. Flavors are utilized in the following fields: Ice cream, dairy, beverage, bakery, candy, pickling, condiment, meat packing, gelatin desserts and puddings. Even manufacturers of dog foods recognize the need for properly flavoring their products in order for them to be acceptable. Tobacco in any form—whether used in cigarettes or smoking and chewing tobacco—is usually pleasantly flavored.

Recognizing the importance of properly flavored food, the Institute of Food Technologists was organized just about the same time that the Flavoring Extract Manufacturers' Association decided it was necessary to have a continuing scientific research committee. Food scientists from the federal government, universities—particularly agricultural colleges—and business organizations established contests for the development of finer flavorings, particularly in the dairy industry. The large production of flavorings makes it possible to produce flavors economically. While practically all edible commodities have gone up in costs, flavorings have remained at the same prewar level, and in many cases are offered at lower prices for better quality.

Prior to World War I, we in this country used to import our oils and deterpenized oils from abroad. Italy was our source of supply on citrus oils. Spice oils, such as angelica, coriander, etc., used to be imported from Germany or England. During World War I, there arose the need to produce our terpeneless oils in the United States. I would say with pride that I was the first one to produce such oils in the United States in 1916.

The high cost of orange which was imported from Italy at \$12.00 a pound, was impossible to use for de-

(Continued on page 85)

# The outlook for nutmegs in Grenada

By F. CURTIS HUGHES, *Grenada Co-operative Nutmeg Association  
Secretary*

No increase in acreage of nutmegs is looked forward to, even in the distant future.

The economy of the colony tells its many inhabitants all eggs must not be carried in one basket. It is being urged that local peoples, in order to survive efficiently, must produce more food for local consumption and not be so very much dependent on imported articles of diet.

The trend towards further improvement in curing, storing and processing continues, and it is gratifying to know that the Caribbean Commission is placing the knowledge of its technical adviser, J. E. Heesterman, a chemist and physicist and a former produce inspector for the Dutch Government, in the practical interests of the industry.

The trend in trade with the United States continues and is firm. The colony needs American dollars if it is to survive and the United States has proved itself to be a true and trusted friend in that it never hesitates to trade in our spices. We shall always be grateful.

Our maximum annual production is expected to be about 6,000,000 pounds, made up of sound, unassorted and defectives. Effort is, however, being directed towards the reduction of the percentage of defectives by stressing to member-producers the need for daily harvesting and deliveries.

Grenada, the little, odd but elegant West Indies island, has its nutmegs situated in the middle belt and in mountainous areas where rainfall is not less than 18 inches per annum. Nutmegs are one of the main supports of its 80,000 inhabitants, who are simple working folk with a rural and ruggedly democratic way of life.

In one area recently visited, the nutmeg trees in their height and splendour formed, as it were, arches over the earth while the clear crystal brook babbled by with crayfish in its depths. Here was a spot to fall in love with. In the branches above hung the lovely nutmeg fruit in its peach-colored pericarp, revealing in the central, opened groove the beautiful crimson colored mace over the dark shelled nutmeg of commerce. The pericarp yields a delicate jam or jelly, and it is hoped that someday this jelled product will be sold commercially overseas.

One notices that thatched huts have given way to peasant homes of respectability, constructed of imported cement, timber, paints, nails and furnishings. Such is the fruits of the raising of the standard of living. With it has come an increase in daily wages. Agricultural male workers earn \$1.20 per day, women \$1.00.

The old Scots probably did the colony a good turn when they brought in the first nutmeg plants from the east. Nutmegs today furnish the government a fair sum for revenue purposes. This colony will, for long years, have to cling to nutmegs as a means of livelihood; through it, scholars will

**"Our maximum production is expected to be, annually, about six million pounds"**

be trained and all the cultural elements will count upon it for the advancement of social welfare.

Nearly everyone in the colony has a kindly interest in, and a dignified leaning toward, the nutmeg. There is no known agricultural commodity which could, at the moment, displace the nutmeg, and that is one of the reasons why the Grenada Co-operative Nutmeg Association is so concerned with the maintenance of American goodwill . . . for the welfare of those who produce the article and for the prospects of this community, which is so dependent upon nutmeg and mace.

## **Kohnstamm names four to top posts**

Encompassing a long-range expansion program, Louis J. Woolf, president and chairman of the board of H. Kohnstamm & Co., Inc., manufacturers of certified food colors and flavors, announces the promotion of four of the firm's members.

Robert A. Phair, with Kohnstamm since 1912, has been named a vice president. Mr. Phair has been serving as secretary of the company.

Succeeding Mr. Phair as secretary, will be Paul Kohnstamm, son of the late president. He joined the organization six years ago.

Robert H. Pulver, who has been named as a member of the board of directors, will also manage Kohnstamm's mid-western sales operation, and William H. Nelson, with the firm for 30 years, assumes the duties of assistant secretary.

H. Kohnstamm & Co. was established in New York in 1851.

## **Givaudan holds annual sales meeting**

Members of the sales staff of Givaudan Flavors, Inc., together with personnel of Givaudan-Delawanna, Inc., and the Sindar Corp., gathered recently for their annual sales meeting at the Hotel Berkley-Carteret in Asbury Park, N. J.

Representatives from all branch offices as well as several officers and directors of the company were present.

Paul Adams, general manager of Givaudan Flavors discussed the present status of the company as well as plans for its future development, and Hans Kessler, sales manager, gave an outline of the company's sales promotion program.

After two days of intensive study, the meetings were brought to a close with a banquet which was addressed by Dr. Eric C. Kunz, president of the company.

A gold watch commemorating his 25 years' association with the company was presented to Dudley Lum, manager of Givaudan's Chicago branch.

## **COMING**

### **"Trends in Spice Distribution"**

**By Lester W. Jones**

**"Meet the Nutmeg"**

**By John W. Blake**

**In Forthcoming Issues**

## Coffee heads flavor parade in New England for varied products

By A. J. FIORE, President  
Eclipse Food Products Corp.  
Providence, R. I.

Despite the continued high cost of green coffee, coffee flavor for ice cream and syrup still maintains maximum popularity in this region.

For many years Rhode Island has been an important center of the coffee flavor industry, and the interest for this particular taste treat has emanated from here.

Though hot coffee as a beverage is enjoyed by millions the world over, cold coffee as a flavor does not share such universal appeal.

Through years of intensive advertising, demonstration and word of mouth contacts, the popularity of coffee flavor has and is continuing to spread throughout New England. But New Englanders migrating to other parts of this country are often surprised to find that they are unable to obtain the coffee products to which they have grown accustomed in their native surroundings.

Here in Rhode Island, coffee ice cream sales are topped only by those of vanilla, the largest seller, and coffee syrup for home milk-shakes has become a "must" on many home-makers shopping lists.

The uses of coffee extract are innumerable. For example, it may be employed in flavoring ice cream, syrup for milk drinks, gelatine powders and beverage coffees both hot and cold.

The manufacture of this extract is comparable to that of vanilla inasmuch as the important factor to be considered is that of obtaining good grade beans that have been cured satisfactorily, blended properly and roasted to perfection. This requires close and careful supervision throughout the



entire process. At the time of manufacture, rigid laboratory control of the extract is necessary to insure uniform flavor, color and strength. To maintain peak flavor and extended shelf life, the sciences of both chemistry and bacteriology are employed in our laboratory.

Pure vanilla extracts and true fruit flavors still continue to be preferred by the consumer when real natural flavors are desired. This is true both in the ice cream field and among the fruit syrup trade, where the finished drink is made at home using either water or milk.

Synthetic flavors used alone or combined with true fruit flavors have a definite place in the ice cream industry when used to enhance the flavor of whole fruit, such as strawberries, cherries and pineapple. The imitation flavors also hold great favor among the manufacturers of so called "custard." Here there is no time factor for aging the flavor and the imitation extracts seem to produce satisfactory results.

To insure mellow richness yet delicate distinction in a flavor, only the finest quality of raw materials can be employed. We have spent many years of extensive research in order to develop such flavors. Therefore, despite the continuing high cost of raw materials we will go on promoting and manufacturing flavors of the highest quality.

### Seminole Flavor Co. builds new three-story factory

The Seminole Flavor Co., has begun the construction of a huge new manufacturing plant and general offices building on South Broad Street, Chattanooga, Tenn.

### Research in the flavor industry

(Continued from page 83)

terpenized oil orange at a cost of \$600 for the 30-fold product. I produced a five-fold oil of acceptable quality for the Orange Crush Co. in Chicago and the C. F. Sauer Co. in Richmond. This actually was the start of the production of two, five and ten-fold citrus oils.

Organic and analytical chemistry, bacteriology and other sciences are applied in the production and development of flavorings. Concentrated pure flavors and flavoring materials require a minimum amount of transportation and storage. Some of them do keep well under ordinary conditions, and even under adverse climatic conditions.

The scientific work formerly done by a few pioneers is now bringing benefits to the entire industry.

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JUNE, 1952

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### Using the coffee futures market

*(Continued from page 15)*

and where and how they can be used to advantage. These are pertinent questions, questions that we shall endeavor to answer in later articles.

There are two main groups that operate in the futures market:

1. Trade interests (producers, importers, processors and distributors) who use futures contracts for various purposes but mainly for hedge purposes, i.e. for price protection.

2. Speculators whose activities help to add breadth to the market and thereby facilitate the operations of the trade interests.

The speculator uses the futures market because he finds it a preferable medium for his purpose, compared with buying the spot commodity; the latter involves decisions as to which quality to buy, as to whether he has received the proper quality and involves also the financing, storage and insurance of the commodity. But a further involvement is the much greater difficulty in liquidating his spot holdings compared with liquidating futures purchases as there is always a ready futures market whenever he wants to sell.

Moreover, a speculator may want to "go short" of the market. Obviously he cannot very well do this in the spot market, because he would have to make a private sale and the buyer would most probably not release him from his contract. He can operate very easily, however, in the futures market, as this presents no complications, since he can offset his future sale, whenever he wants to, with an opposite transaction, namely, a purchase. To be able to do this is all that a speculator wants. Moreover, if he should want to accept coffee on any purchase of futures he had made, all he need do is to wait until someone makes delivery through the Clearing House. He can feel assured that he will receive coffee that has been officially and carefully classified and weighed, coffee that he can re-deliver on a later futures at the same weight, less a stipulated allowance, and at the same classification.

### Soluble coffee expansion

*(Continued from page 54)*

248 (17.5 per cent) serve Brand B and 125 (8.8 per cent) serve Brand C cocoa. About 56.4 per cent of the families had only one package on hand, and 34.7 per cent had two or three packages in the cupboard.

Repeated tests have established the fact that national characteristics are accurately revealed by a study of a cross-sectional panel of households which have been carefully screened, accurately classified and which are certified by examination to be true specimens of all the various types of households found in the population of the United States.

The 37,000 households from which National Family Opinion, Inc., drew the panels for this study were accepted as respondent typical families only after an investigation that went far beyond the broad census classifications. All families in the N. F. O. organization have been carefully screened and are only placed on a panel as their qualifications fit them into the intricate pattern required to duplicate national averages.

### Our advertising premium bonus

*(Continued from page 45)*

Our modern method of merchandising a variety of groceries, well priced, some nationally advertised, combined with good service by the route manager, putting an appeal in our sales ad and in organized presentation, all carefully and adequately supervised, is what keeps Mrs. Shop-at-home in a buying frame of mind.

Our whole audit procedure with our routes is simplified. Our route managers understand the audit procedure, and like the advertising premium bonus more because it helps them to collect. Our customers understand it and like it. Our accounts office appreciates its simplicity.

We are indebted to the sympathetic understanding of John Creamer, Lorne Reese and Joe Dubirske. It is the kind of sincere and spirited co-operation that helps to advance us all within our industry.

### PCCA probes costs, markets

*(Continued from page 13)*

her duties.

William V. Lynch, of W. R. Grace, chairman of the membership committee, said that new members—like Nabob, of Vancouver, and Otis McAllister's Los Angeles office—had been offset, as far as numbers went, by consolidations of such firms as Major Brands, Inc., S. J. Wines, Inc., of San Diego, and the Allison Coffee Co. (restaurant division). Andrew S. Moseley, of Breakfast Club Coffee, pointed out that the consolidations were in fact a gain in strength for the industry. Mr. Lynch added that what was important was that green sales were maintained.

An optimistic note was sounded by E. C. Ramsey, of the Geo. W. Caswell Co., chairman of PCCA's restaurant committee, in his discussion of the brewing trends in that market. When coffee prices were rising rapidly, restaurant men had a tendency to use more water in his coffee brew than was advisable, Mr. Ramsey said. Roasters selling to that trade carried on a consistent campaign to discourage the practice as detrimental to the restaurant business, the consumer and the coffee trade. Restaurant men have realized the wisdom of maintaining old standards and the public has appreciated the change, Mr. Ramsey added. We are now getting a better cup of coffee from restaurants.

The baseball game, under the chairmanship of J. E. Fitzpatrick, of Ortega & Emigh, Inc., rated high on the entertainment features of the convention. The final score was nine to seven in favor of the greens. While the greens took an early lead, the roasters soon passed them. Then, with some startling flashes of speed, the greens came to the front again and ended victors.

Andy Glover was umpire. Ed Johnson acted as assistant—by unanimous self choice. There was no call for Jo Hooper, who had held the position for several years. Umpiring is an ungrateful job, so Jo wanted to play, instead. Old man time shadowed him, however, and a charlie horse led him off the field. The Manning brothers did some good hitting and running. Once Ed overstepped himself in a dash for third. Unbiased Andy Glover, full of loyalty to Mannings, Inc., refused to call him out, but for the sake of the future of the game, was over-ruled by a general protest of jeers.

Once a young Southern Californian let loose a Greater Los Angeles swing at the ball, so hard that he spun around

several times, and after sailing through the air, mostly downward, made a perfect pancake landing. Another time a roaster outfielder caught the ball, and it was nice work as far as it went. But he warmed the ball too long in his glove. A quick throw to second might have checked a run.

Here's one for the book. Binsacca was at the bat. Buckingham, a loyal roaster fan, yelled "Bin-sock-a!" Binsacca did. Nobody, however, caught the remark. Buck felt like a desert flower, born to blush unseen, poetically speaking only. This note may make him feel more appreciated.

#### Calcutta Pool

That evening, with the usual excitement, the Calcutta Pool was held under the chairmanship of R. D. Powell, of E. A. Johnson & Co. Cedric Sheerer started the auctioneering and got the boys betting at a lively pace. Vic Cain, loyal to L.A., bid them up to where his group looked hot, Ed Johnson stepped in to add to the excitement. Bill Morton swung his arms, took off his coat, and lashed about with his tongue. Jimmy DeArmond took over as auctioneer and worked John Stein up to a 335 bid. Ed Johnson, as usual, would not allow himself to be outbid on the team on which his boys played, and his fifth grandchild was a ticket holder. There may have been some upsets in the golfing when the winnings were handed out, but it was all worth the money.

Golf is the big sporting event of the meet. Cedric Sheerer, of Ruffner McDowell & Burch, Inc., was chairman of the event. The day started off with some dampness but eased up later.

Low net was won by Cedric Sheerer, 88-16-72, prize, notched irons. Next in line were W. J. Rowe, Sr., 93-17-76, clock radio; Earl Lingle 89-13-76; clock radio; E. W. Pattinson, 91-13-77; caddy cart; T. F. Barrett, 95-18-77, matched woods; Joe Fitzpatrick, 99-22-77, golf shoes. Low gross was won by Jimmy De Armond, 86, Waring blender; blind bogey by Harold King, 149-84-65, golf bag donated by retiring PCCA President Gene Hoelter.

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149 California Street

San Francisco 11, Calif.

Guest flight, low gross, was chalked up by J. L. Robinson, 94, to win a golf bag.

In a tie between J. A. Stein, 95-25-70 and J. G. Leonard, 100-30-70, Stein won the toss to be awarded a sand wedge.

In the hole-in-one contest, Charlie Mack landed one 6 foot 3½ inches from the pin, to win a Toastmaster.

The cocktail party, dinner and entertainment culminated the round of social activities and furnished the high point of the meet. Local talent is often the most appreciated, for the skit showing the birth, development and 21st birthday of PCCA won hearty applause. Ed Johnson, Jr., chairman of entertainment and narrator for the skit, deserves a lot of credit for his guidance. The first scene showed Elmer being wheeled on stage in a baby carriage, sucking contentedly a bottle of bourbon. With this kind of nourishment and the discipline of the Carmel Cop, Jack Hornung, PCCA grew through the Golden Age, the Green Age, Rags to Riches and the New Era to the 21st Birthday and a final tribute to the elder statesmen, Duff, Maxwell, Glover and Johnson.

#### Junior had fun

The professional entertainment reached a top in talent and variety. Ed Johnson, Jr., must have had fun selecting the galaxy of beauties who danced and sung. Master of ceremonies Eddie Car was given a bad time by Allan Ehrhardt, who seemed to outpoint him in repartee, until Eddie was ready to confess he was just a poor boy from Hollywood, trying to make a living for his wife and family. Harry Maxwell was flattered by a song dedicated to him as the PCCA's hero of melody. Allan Ehrhardt must have made up with Eddie Car, for he walked on stage as Gypsy Rose Ehrhardt, and Ed Johnson, Sr., generously offered his advice to the musicians.

Thus went into history the 21st PCCA convention, meeting place of coffee men, promoter of good fellowship, clarifier of opinions—it's achievements aided no doubt by the incomparable beauty and facilities of Del Monte Lodge and Pebble Beach.

#### E. A. JOHNSON & CO.

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#### THE G. S. HALY CO.

383 Brannan St. San Francisco, Calif.

**TEAS**

*Import Agents — Brokers*

# New York News

■ ■ Since this is the very last corner of this issue to go to press, we are squeezing in a p.s. here to news elsewhere in this issue that W. F. Williamson, executive vice president of the National Coffee Association, is resigning to go into another field.

That other field is a pretty big jump from coffee. The board of directors of the National Association of Hosiery Manufacturers announced last month that Bill has been elected president of that organization.

■ ■ We understand the number of reservations for the annual one-day outing of the local green and roast coffee trades will be limited. The management of the Hackensack Golf Club, Oradell, N. J., where the event will take place on June 24th, has asked for this limitation to insure the best possible service.

We guess that means we won't find out what we've been wondering about for the last couple of years: How big can these coffee outings get?

Here are a few vital statistics about the coming event. Tickets for the all-day affair—golf or softball, luncheon and dinner—cost \$13. For the dinner only the tab is \$7.

Get your tickets from the office of the Green Coffee Association, at 101 Front Street, and send along the check to cover, with your request. Or else.

Moreover, if you have any prizes you want to turn in, get them to George Sasseen, Ruffner, McDowell & Burch, Inc., 98 Front Street.

■ ■ We were at the Shawnee Inn, Shawnee-on-Delaware, a few weeks ago, and we can tell the coffee folk who are planning to go there June 6th-8th for the weekend outing of the Green Coffee Association that they have something very nice indeed to look forward to.

Shawnee is even more pleasant than in past years, and with the coffee fraternity and a reasonable break in weather, the event should be one to remember.

The golf course seemed to be in tip-top shape, the tennis courts were immaculate and the swimming pool was all ready for warmer weather.

■ ■ On their way down to Brazil on the Mormacsea are Harry Howell, of Victor A. Cahill & Co., and Mr. and Mrs. William Reiner, partner in H. LaDomus Commissaria e Exportadora, S. A., well known Santos coffee shippers.

Harry, we are told, is playing convoy on the trip to two pedigreed cocker spaniels—and if we know Harry there should be some good stories making the rounds on Front Street when he returns in about five or six weeks.

Mr. Reiner was in this country on an extended visit. H. La Domus is represented here by Victor A. Cahill & Co.

■ ■ Alex H. Barklie, who has been in retirement in New England, spent a couple of days on Front Street recently. It was reported he had sold his membership on the Coffee Exchange.

■ ■ Information on increased terminal charges on cargo in the port of New York was received with dismay by members of the New York City Green Coffee Association. Fred C. Byers, chairman of the organization's traffic and warehouse committee, informed George Foley, of the Brazil and River Plate Conference.

"While the whole schedule of new charges is burdensome, there is one particular feature on which we feel entitled to relief," Mr. Byers wrote. "With the doubling of charges, the

assessment of demurrage for the first period on the basis of five calendar days becomes onerous."

Mr. Byers pointed out that the regulation permits only three working days for the first demurrage period, with the exception that on a free time ending on a Monday, four days are allowed.

"Under no circumstances is the first demurrage period five working days," he added.

He asked conference members to review this clause and to grant a period of five working days in the first demurrage period.

Mr. Byers stressed that the provision, as it stands, effects an unnecessary hardship on coffee receivers, who are already beset with increased shipping charges.

■ ■ All the scores are in for the green coffee bowling league's 1951-52 season, and prizes have been awarded accordingly.

Here are the final standings, in games won, lost and prize money: Ehrhard, 48 won, 30 lost, \$115 prize money; Holland House, 45, 33, \$95; Arbuckles, 44, 33, \$85; A&P, 43, 35, \$75; Bendiks, 43, 35, \$75; Cosmopolitan, 43, 35, \$75; Schaefer, 42, 36, \$67; Brookhattan, 40, 38, \$65; Slover, 39, 39, \$63; Savarin, 37, 41, \$60; Aronco, 35, 43, \$54.67; Hard & Rand, 35, 43, \$54.67; Miller, 35, 43, \$54.66; Argentine State, 32, 46, \$47.34; Force, 32, 46, \$47.33; Rivoli, 32, 46, \$47.33.

■ ■ A West Coast visitor to New York last month was E. A. Johnson, Sr., of the San Francisco firm bearing his name.

■ ■ Elected to associate membership in the New York Green Coffee Association was the Mercantil de Cafe, Ltda., Victoria, Brazil.

■ ■ After five years as director of the Brazilian Government Trade Bureau in New York, Dr. Jose Garrido-Torres is returning to Rio de Janeiro to assume new duties.

Taking his place is Dr. Licurgo Costa, former director of the Brazilian Government Trade Bureau in Rome.

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COFFEE  
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## **Q.F. BAYER & Co.**



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### **Coffee and Cocoa**

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# New Orleans Notes

By W. MCKENNON

■ ■ Roasters here were advertising in the local papers the past month almost altogether cooperatively with grocers. Only one roaster ad that this corner noticer appeared on its own, and it made no mention of coupons, although the package has carried a coupon for some time, redeemable for various household articles. One local brand, which is sold in an attractive cannister, ranged from 63 cents to 56 cents per pound for chicory blend through the month with different grocers. The same brand in pure coffee was advertised at 83 to 81 cents a pound.

Another very well known local brand, which also carries a coupon redeemable for premiums, was advertised in grocer lists at prices ranging from 77 to 73 cents per pound for the chicory blend.

A lesser known local brand was advertised in grocery ads at 63 cents per pound for the chicory blend with 10 cents off on presentation of a coupon found inside the bag. This brand was advertised at 52 cents, 53, and 54 cents through the month, with the enclosed coupon, otherwise 62, 63, and 64 cents was the price range.

■ ■ The F. D. Wilcox Co. Inc., recently purchased the Commander Building at 322 Magazine Street. The structure also opens on Arcade Place, directly across from the New Orleans Board of Trade Building. The Commander Building is an old, well-preserved landmark of New Orleans and at one time was known as Bank's Arcade Building. Wilcox has begun remodeling and hopes to move its offices to the new location in August.

■ ■ T. Webster Marks, who has been

with Zander and Co., Inc. for the past 25 years, was recently elected vice-president of that firm.

■ ■ Coffee men here for NCA's board meeting last month: President Edward Aborn, A. A. Anisanel, J. D. Anderson, W. C. Becker, J. T. Hanson, R. W. Cardwell, R. E. Atha, J. A. McMillan, H. R. Graf, E. P. Bartlett, Austin O'Brien, George Westfeldt, Jr., Treasurer Albert Ehlers, Jr., J. S. Neuman, W. M. Cain, J. P. Kissane, Paul Taft, J. A. DeArmond, W. D. Emmerling, W. D. Roussel, W. F. Williamson and P. R. Nelson. W. D. Roussel, of W. D. Roussel & Co., Inc., entertained the NCA directors and members of the New Orleans coffee trade at a cocktail party at his home. The trade reports a highly enjoyable evening.

The business session of the NCA board meeting was held at the Roosevelt Hotel, following which a dinner was served at International House for the directors and members of the New Orleans Green Coffee Association. A private dinner was also held for the visiting ladies at the International House the same evening.

The trade reports that Milton Ruth, president of the New Orleans Green Coffee Association, deserves a rousing vote of thanks for the capable manner in which he made arrangements for the successful NCA board meeting in New Orleans.

■ ■ R. E. Atha, Sr., of J. A. Folger & Co., Kansas City, visited their local office here during his trip to attend the NCA directors' meeting.

■ ■ The annual New Orleans Green Coffee Association ballgame and picnic

was held at City Park recently. The Dupuy Storage and Forwarding Co. furnished food, refreshments and prizes. The attendance was the largest to date.

The ballgame ended in a tie, to the relief of all players.

First prize in the highly interesting pre-game contest was won by Jack Kreiger, second prize Albert H. Hanemann and third prize by Glendy Munson. Other prizes were awarded, but due to stiff competition and general excitement, an accurate record of winners was not kept. G. T. Geron, who took care of the advance publicity and organized the activities in his usual capable manner, received a vote of appreciation from the trade.

■ ■ The newly remodeled Board of Trade Building was rededicated here recently. Governor Robert F. Kennon, at a testimonial breakfast, addressed members and guests and commended them on their leadership. In the afternoon a reception and rededication ceremony was held in the building, and a plaque at the entrance was unveiled.

■ ■ Mr. and Mrs. Elroy F. Ihlenfeld, accompanied by their sons, Terry and Paul, visited New Orleans during the Easter weekend. Mr. Ihlenfeld is a vice president of Roundy, Peckham and Dexter, of Milwaukee.

■ ■ Hugh Mitchel, Tom Buckley, Ed McCleery, Albert Schaf and Ralph Richards recently attended the spring meeting of the Southern Coffee Roasters Association at Jacksonville, Fla. Ralph Richards made a short business trip to New York before returning to New Orleans.

■ ■ Alfonso Hernandez, coffee exporter in Colombia, was a recent visitor in New Orleans, enroute to New York.

■ ■ Phil Nelson, vice president of Rufner, McDowell & Burch, Inc., has returned to the New York office after visiting New Orleans recently.

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AND TEA INDUSTRIES help you.

## Chicago

By JOE ESSLER

■ ■ The National Restaurant Association reported more than twenty thousand registrants for the 33rd annual meeting and exposition. Among the seven hundred exhibitors were Standard Brands, Inc., General Foods, Stewart & Ashby Coffee Co., Continental Coffee Co., La Touraine Coffee Co., and many others. The Tea Council and the Pan American Coffee Bureau were also represented. Two outstanding exhibits were Chase & Sanborn and General Foods where coffee was served to visitors without charge.

■ ■ The Chicago Coffee Club held its annual dinner dance at the Sythiod Club last month with Wesley Becker as chairman.

■ ■ Jewel Tea Co., Inc. will hold a convention of branch managers at the Edgewater Beach Hotel during June. The program will be built around four clinical sessions giving an opportunity for asking questions and making suggestions on any factor of the business.

■ ■ Kroger Co. has granted eighty-six scholarships to High School graduates toward careers in agriculture or home economics.

■ ■ W. F. McLaughlin Co. is celebrating its 100th anniversary. According to Lyle Smith, local representative for the company, the company plans to offer grocers and Manor House customers 100th anniversary specials to help celebrate the company's first century.

■ ■ The Chicago trade mourns the passing of Carl Swanson at the age of 75. He was chairman of the board of Swanson Brothers.

■ ■ The following firms were represented at the NRTCMA convention: J. A. Cameron will be at the booth for Cleanser Products, Inc.

■ ■ West Bend Aluminum will have a full line of housewares on display with E. A. Kraemer, M. E. Martin, and A. C. Kieckhafer on hand.

■ ■ Leon La Belle, Jack Glass, and Jack Helpen will be at the exhibit of La Belle Mercantile Co. with a display of blankets, pillowcases, towels, and novelty boxed gift items.

■ ■ Hill-Shaw Co. will be represented by Jon Zitz sales manager, Tom Corradino eastern sales manager, and Paul Pearlman central division sales man-

ager. The tea dispenser line will be featured.

■ ■ Joseph B., John A., and Joseph L. Radke of the Radke Sales Agency will display the new all-purpose Dupont Neo rug made from Dupont neoprene and cotton.

■ ■ Club Aluminum Co. will have an exhibit of their aluminum goods and Simmons slicing knives with Zach Wells, P. J. Walter, and D. L. Drumtritt in charge.

■ ■ Allen B. Wrisley Co. will display their soap and toilet goods with Walter Maize, M. P. Rosenthal, and George Wrisley, Jr. on hand to meet the trade.

■ ■ Claire Manufacturing Co. will be represented by H. T. Ehler and R. C. Murray who will display their aerosol bomb line of insecticides and deodorants for the household.

■ ■ Enterprise Aluminum Co. will have a full display of their lines with G. G. Sill to meet the trade.

■ ■ The Bennett Organization will be represented by B. J. Audette from the west coast office, Bee Barry and Ann Moore. They will have a full display of their lines.

■ ■ Ben Wells and Harold Sanberg will meet the trade for Swanson Brothers, coffee importers and roasters.

■ ■ J. G. Ferguson and Associates, distributors of juvenile books and books for the home, will be represented by George Plew, Howard Michels, and Harriet Helm.

■ ■ Joseph Hagn Co. is sending out a new premium catalog of interest to the tea and coffee home service merchant. Copy is free for the asking.

■ ■ Regal Ware will be represented by J. O. Reigle, Edna Oster, and J. D. Reigle.

■ ■ Ideal Toy Corp. will display dolls, stuffed toys, plastic and educational toys, and vinyl specialties with Irving Cohen, Burton Wade, and Lee Harris in charge.

■ ■ McKenzie Engraving Co. will have a display of greeting cards with Maurice Garrett on hand to meet the trade.

■ ■ Mr. and Mrs. E. J. Davis, of Burlington, Iowa, were visitors in New Orleans during early last month. Mr. Davis is connected with the Benner Tea Co.

### On the menu

(Continued from page 49)

Initially, odd-cent pricing of coffee was thought by many experimenting operators to have a possible kickback, not on the cost-per-cup basis but on the plant workers' change-in-pocket factor.

After buying two, three or more cups during the day, it was felt that the plant employee would grumble over his accumulation of pennies, amounting to six, nine or more. However, sales

of seven-cent coffee in industrial spots does not bear out this too-many-pennies thinking, it was found.

Pointing up the swing away from nickel coffee in plant venders is this breakdown in price ratios for individual routes. For example, one operation has 90 per cent of its equipment set for seven cents, 5 per cent for a nickel, 3 per cent for a dime and 2 per cent for six-cent coffee.

### Crops and countries

(Continued from page 55)

and milk products industry in the region are being developed by the Chiapas State Government and the National Institute of Technological Investigations. The husks are to be chemically treated. Chiapas is a leading coffee zone.

A new Vera Cruz State coffee zone is being developed by the National Coffee Commission at Zongolica, with the planting of many bushes of the Bourbon and Arabia varieties.

The National Coffee Commission's president Juan Rebollo Clement, has given the Pan-American Coffee Bureau a print of its movie, "Seedlings and Plants," a documentary in color that was personally taken by Mr. Clement last year in leading Mexican coffee zones.

The film is being shown at Mexican coffee planters' organizations.

### Atwood coffee

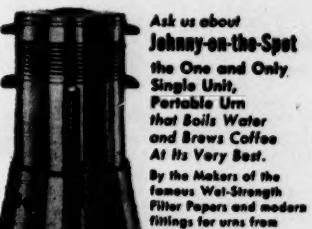
(Continued from page 48)

woods', recalled by the eight veteran employees, was a robbery in 1922, when thieves ransacked the safe for \$800 in cash and bonds. They also recalled the trip that J. Foster Atwood made to Brazil in 1924 to study the coffee producing situation. Eben Atwood later made a similar trip.

Today 50 employees roast, pack and sell coffee under the Atwood brand name in pound and two-pound cans.

A new development at the Atwood firm is the packing of Cup Brew coffee for one-cup servings of regular coffee. Atwood's have a franchise for this area to sell the new form of coffee.

Within the last year, the 50-year-old Atwood firm has developed a trade character known as the "Happy Coffee Pot" which has become familiar to consumers in the area through newspapers, radio, television and outdoor posters.



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321 JELLIFF AVE., NEWARK 8, N. J.

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can be made in  
**Clean Equipment**  
Write for a sample  
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**CLASSIFIED ADVERTISEMENTS**  
 Rates: Single Column 1/2" \$3.50; 1" \$6.00  
 2" \$11.00; 3" \$15.00; 4" \$18.00  
 Situations Wanted: 5¢ per word. \$1. minimum.

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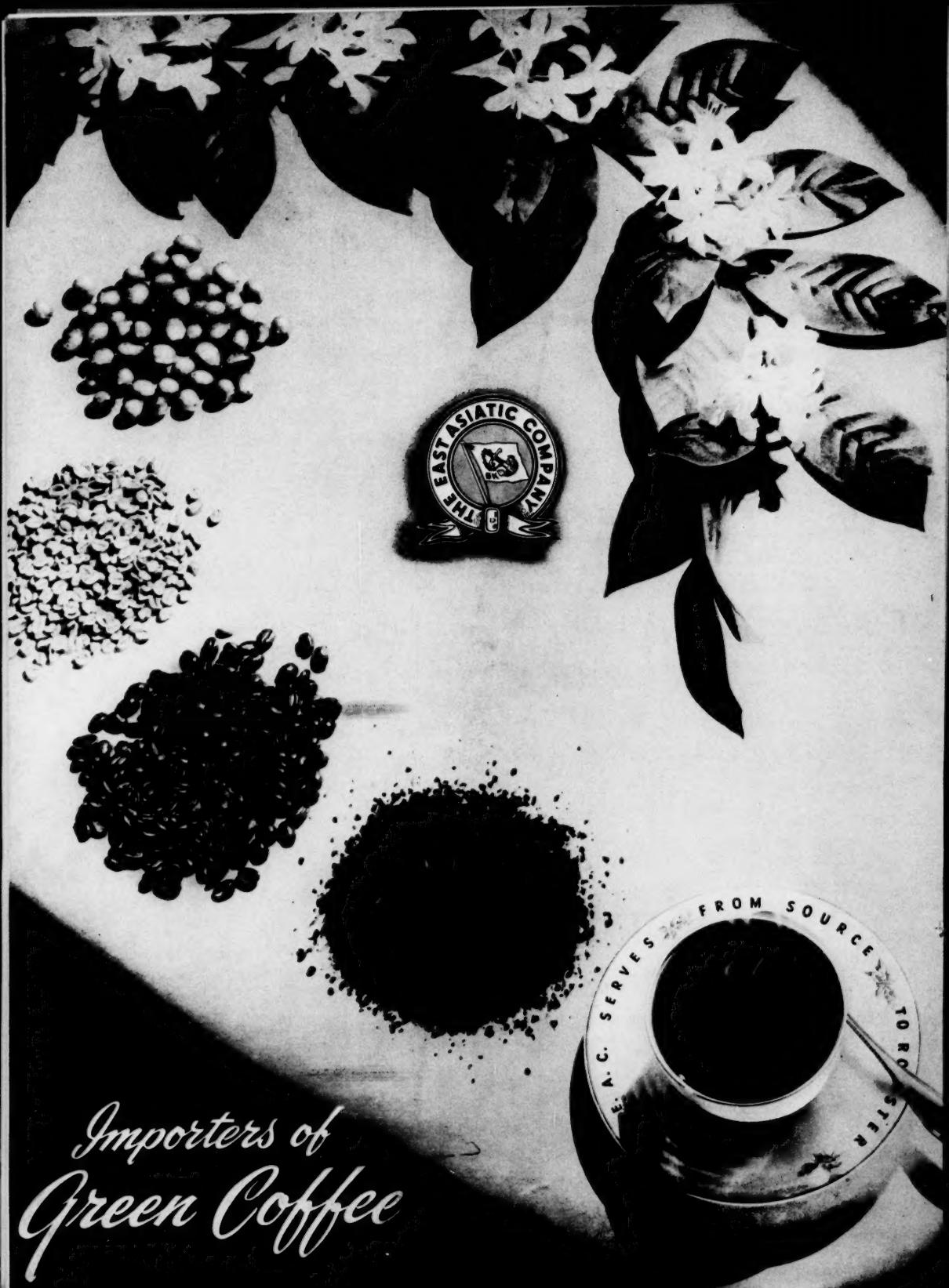
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